

1932
rtis-
ared
the
paid-
wing
enix
eded
the
con-
rong
Dick-

g
gen-
Life
last
neral
oney
Slat-
Ram-
n the

ation
y the
chita,
n cli-
The
r the
Bank-

Dues
ce

CO
ETS

ATION
SOL
EA

PLAN
ACTION

The Nation

LIFE INSURANCE EDITION

In Two Parts **FRIDAY, JULY 29, 1932** Part One

INS. LAB.

B18

III. 29 1932

Are You ready for the upturn?

♦ As the tide of hesitancy is rolled back and business in general takes new heart ♦ ♦ ♦ outstanding leadership will go to those Life Underwriters who are equipped with the effective tools of Organized Effort ♦ ♦ Among these will be the Home Life men ♦ ♦ ♦ ♦



HOME LIFE INSURANCE COMPANY OF NEW YORK

Ethelbert Ide Low, Chairman of Board

James A. Fulton, President



For "Particular" Agents—

Agents who are fastidious about their company connection find full satisfaction in representing the Peoria Life. In all their dealings, their pride and enthusiasm in their company are unreserved. Why? because—

to *prospects* they can offer every useful service of life insurance, to fit every need, every condition, every pocketbook.

for *policyholders* they have a broad program of service that extends beyond the strict terms and letter of the policy contract. The free health inquiry, the 30-minute settlement of death

claims, Peoria Life liberality, courtesy, and promptness in all transactions—these are part of a thorough, conscientious effort to put into every Peoria Life policy the maximum of usefulness.

for *themselves*, they know the Peoria Life reputation for doing nothing by halves in giving every cooperation and service to its agents. It bases its progress as a company on the success of its agents as individuals, and leaves nothing undone that can help them make good.

By the sound character of its management, by the strict principles which guide its operations, the Peoria Life has a strong appeal to discriminating agents.

Peoria Life Insurance Company

PEORIA, ILLINOIS

"THE WHISPERING CHORUS"

A FAMOUS play of the above name was presented fifteen years ago. It dealt with the devastating effect of malicious gossip—homes and persons ruined by the poisoned pen and the poisoned tongue.

The life insurance companies, which are successfully withstanding the present business stringency with strength and courage, have, with few exceptions, been the victims lately of "The Whispering Chorus." This is a cause for sincere regret with everyone worthwhile in the business.

Desperate and unscrupulous salesmen, unable to sell insurance on its merits, even with the help of the beneficial advertising the institution has been receiving, make a last ditch effort to get their business by knocking competing companies. These are members of "The Whispering Chorus": Knights of the Poisoned Tongue.

Life insurance companies do business under stringent insurance laws and under the watchful eyes of their legal guardians, the insurance commissioners of the various states.

Do what you can to still the malicious gossips. If a serpent with a poisoned tongue approaches you, step on it.

NORTH AMERICAN LIFE INSURANCE COMPANY
OF CHICAGO.

E. S. Ashbrook
President

John H. McNamara
Founder

Paul McNamara
Vice-President

Presidential Year

Four years ago an inquisitive life insurance man looked up the record of life insurance business in presidential years. He found that, contrary to common assertion, in each such year throughout a long period business during the campaign months was better, with only one or two exceptions, than it had been in the non-presidential year which just preceded it. This year may be different, although it should be remembered that in other presidential years there have been bitter issues and controversies, and economic problems to settle. We cannot honestly add the presidential year legend to other reasons for resting from labor.

Business from everywhere is coming in all the time. And the brains of those who are getting it are no better than the brains of those who are not. "Let us then be up and doing," and so forth.

THE PENN MUTUAL LIFE INSURANCE COMPANY

WM. A. LAW, President

Independence Square

PHILADELPHIA

... A forward step is taken by the Pilot Life in Juvenile Insurance.

J U V E N I L E I N S U R A N C E



In line with its policy of conservative liberalization as aids to its field force, Pilot Life has granted non-medical privileges to qualified agents in the writing of Juvenile plans for \$1,000 from birth to age 14.

Waiver of premium disability benefits for the original beneficiary is also granted non-medically wherever the original beneficiary can qualify.

Pilot Life keeps going forward.

PILOT LIFE INSURANCE COMPANY
GREENSBORO, N. C.

EFFICIENCY

Efficiency Is the Elimination
of Wasted Effort

Our policies increase your efficiency by saving time and effort—they meet the needs of desirable customers and prospects.

If you are interested in a permanent connection in Ohio or New York, it will pay you to investigate.

JOHN M. HULL,
President

FRANK F. EHLEN,
Director of Agencies

**BUFFALO MUTUAL
LIFE INSURANCE COMPANY**

Founded 1872

452 Delaware Avenue

Buffalo, N. Y.

NEW RETIREMENT INCOME ANNUITY

A real sales builder

The Missouri State Life new Retirement Income Annuity, just announced, makes instant appeal to prospects because of its outstanding values and plainly stated contract provisions.

Monthly income for life or lump sum settlement—optional.

Guaranteed death benefit.

Optional retirement age—between 50 and 70.

Refund annuity option at maturity.

Cash settlement at end of any contract year.

Other interesting details on request.

This contract is just one of many real business getters offered by Missouri State Life.



A Good Company to Represent

MISSOURI STATE LIFE INSURANCE COMPANY

Home Office, St. Louis

Compare These Participating Rates!

A Few of Our Participating Policies with Rates per \$1,000 at Age 35.

Endowment at Age 85.....	\$21.81
Economic Protector (Low Cost Whole Life).....	15.32
The Pure Protector (Low Cost Whole Life with Adjustable Options) ..	16.58
Preferred Modified Whole Life....	19.70
Family Income, 20 Year Plan....	27.31
Endowment at Age 65.....	28.58
Retirement Income at Age 60....	43.03
Retirement Income at Age 65....	32.70
Twenty Year Endowment.....	42.76
Twenty Payment Life.....	30.04
Thirty Payment Life.....	24.30
Paid Up at Age 60.....	26.44
Yearly Renewable Term.....	9.68

Also Attractive Annuities
and Juvenile Policies

A Real Opportunity in Twenty-Six States for
Live Men with an Aggressive Organization

*Write F. A. Hicks, Superintendent of Agents,
for Details of Our Liberal Agency Contracts*

GUARANTEE MUTUAL LIFE COMPANY

A Mutual Legal Reserve Life Insurance Company

Omaha, Nebr.

ORGANIZED 1901

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Sixth Year No. 31

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 29, 1932

\$3.00 Per Year, 15 Cents a Copy

How Big Company Weathers Storm

Some Interesting Features in the Work of the Mutual Benefit

INTERESTING SIDELIGHTS

Well Managed Life Corporation Meets the Situation with Equanimity in Very Trying Days

With demands for policy loans and cash surrender values continuing heavy and in many cases requiring the selling of securities in order to provide the necessary cash, the general reaction to such sales is the pessimistic assumption that they are made at a loss, perhaps a heavy loss.

The Mutual Benefit Life, in a supplementary bulletin of its house organ, shows that such sales can be made at a profit. In the first five months of this year the company received from the sale of securities \$10,120,682 on which it made a profit of \$154,752. About half of the amount received for these securities was used to balance the difference between income and outgo for that period, the other half being used to increase the company's cash balance.

How the Depression Is Met

The bulletin which is a cumulative financial review covering all of 1930 and 1931 and the first five months of 1932, is indicative of the manner in which a strong, conservatively managed company has met the difficulties arising out of the depression. During the two years it charged off \$30,405 on bonds purchased; it charged off \$45,283 depreciation on foreclosed properties and had a net loss of \$27,653 on sales of foreclosed properties; it charged off on account of its home office properties \$169,314. Miscellaneous items brought this total to \$278,176. On the other hand the company realized a net gain of \$473,936 on the redemption or sale of securities, so that its profit and loss account was actually credited with \$195,760.

Effect of Real Estate Sales

During the two years the company sold foreclosed real estate having a book value of \$856,576 at a net loss of \$27,653 but during that time it received \$63,023 under contracts for the sale of real estate and it also received \$34,434 from the sale of timber, easements for rights of way, etc. The loss in 1931 occasioned by mortgages in default and foreclosed real estate amounted to 0.26 percent of the company's mean ledger assets.

On May 31, 1932, the aggregate amount of real estate taken under foreclosure, of mortgages in process of foreclosure and of bonds in default, was equal to only 6.29 percent of the ledger assets. The company holds only one

(CONTINUED ON LAST PAGE)

Interesting Comment on the Growth of Annuities

NEW YORK, July 28.—While it is true that some companies have lost money on annuities, the set-up of figures in the annual statement gain and loss exhibit is responsible for a widespread impression concerning the unprofitableness of annuities that is largely undeserved, in the opinion of a prominent actuary.

He points out that the mortality gain or loss from annuity business shows up prominently as a separate item. Most companies show a loss for this entry. The gain from excess interest earnings on annuity reserves does not show up at all, however, for it is lumped in with the gain on life insurance reserves.

Gain from Interest Earnings

In the great majority of cases the gain from interest earnings in excess of the rate upon which the annuity is predicated is more than enough to offset the loss from mortality, so there is a net gain. As the mortality losses are small in comparison with the annuity reserves, a slight excess interest margin is enough to offset the mortality loss.

For example, the Equitable Life of New York, the leading annuity-writing company, had a loss from mortality on its 1930 business of \$115,000. Its annuity reserves at the end of 1930 were \$116,910,000. It can be seen that it would take an excess interest earning of only slightly more than one-tenth of one percent to offset the mortality loss. The Equitable, like other companies, had an excess interest earning far in excess of that percentage.

Would Wipe Out Mortality Loss

Consideration of the figures of a number of annuity-writing companies doing business here shows that in most cases even a very conservative excess interest factor would more than wipe out the annuity losses from mortality.

The increasing sale of annuities since the stock market crash has made it necessary for life companies to be on the alert lest they load up with a type of business which could cause little trouble while it was a small sideline, but which might prove costly if written on a big scale.

Since annuity business is non-participating and for a number of reasons seems likely to stay that way, and since the reserves are so large, the interest return is of great importance. A slight deviation in the interest rate earned could make a good deal of difference in surplus if annuities should become a very large part of a company's business. Obviously it is highly important for the companies to forecast the trend as accurately as possible in this field, since there is nothing in annuities that corresponds to dividends to provide a margin against future fluctuations in interest earnings, in mortality, or in expenses.

Actuaries hope that the increase in volume of annuity business will diminish the selection against the company that exists at present. While there is the chance that longevity will increase, there is considerable doubt that men of the age of most annuity-buyers are likely

(CONTINUED ON LAST PAGE)

Over 25 Million People will Read Story of Payments

Over 25 million people in the United States will read this week how life insurance companies paid out over \$3,500,000,000 to policyholders and beneficiaries in 1931. The details of the distribution of this huge total are shown in The National Underwriter's annual Life Payments Localized Number which accompanies this issue. Over 4,300 daily and weekly newspapers in the United States and Canada were sent publicity releases giving the details of this number and the majority of them will carry articles about the payments.

Last year The National Underwriter received clippings from 1,112 newspapers which carried the Life Payments story. These papers had a combined circulation of 22,104,043 readers, one-sixth of the population of the United States. Many other newspapers probably carried stories because complete clipping service is not available. For this reason The National Underwriter will appreciate receiving clippings of the Life Payments story from its readers accompanied by the name of the newspapers printing them.

It is expected that even more publicity will be received this year than in the past because the payment of \$3,500,000,000 to the American people is real news in these times, and an accomplishment of which no other business can boast.

Securing newspaper publicity is not easy as no editor will publish a publicity story unless it has real merit and is presented in the right way. The National Underwriter carefully prepared 49 different news releases, one for each state and Canada, regarding the Life Payments Number. Thus 4,300 newspaper editors received stories covering the payments in their particular localities. There is a great deal of detail involved in doing this but The National Underwriter wishes life insurance men everywhere to get the benefit from having their prospects and policyholders read the convincing life insurance payments story in their home town newspaper.

Every life underwriter should take advantage of this splendid publicity and take his copy of the Life Payments Number out and use it as a soliciting document. Where newspapers have failed to carry articles about the payments in past years, underwriters have taken their personal copies to the editors and showed them the interesting material and have secured stories, oftentimes accompanied by their own names. Such publicity is of great value.

Impairments Call for Much Advice

Extensive Borrowing Creates Big Task of Reparations for Agent

UNSELFISHNESS NEEDED

Idea of Making Sale Should Be Discarded, Philip Cohen Tells Northwestern Mutual Agents

Philip Cohen of the Crouch & Allen agency of the Northwestern Mutual Life in Buffalo told those in attendance at the Association of Agents of his company at Milwaukee that the agent has a tremendous task at hand in advising the thousands of people who have impaired their policies in the last two years.

Men who have borrowed the full reserve of their policies have destroyed fully 50 percent of the importance of their life insurance, Mr. Cohen declared. Often the borrowers felt that they would fool the insurance companies and live to enjoy their accumulation. "Now it is gone," he said, "and the natural inclination is to allow something to slip through your fingers, if you have no direct interest in it. In addition to a heavy interest charge, which is literally being thrown out of the window, a number of these men feel that it is as if they were on a treadmill, working up a perspiration and getting nowhere."

Careful Analysis Needed

These men, according to Mr. Cohen, in the past have sacrificed in order to keep the insurance in force, most of them realizing that a good portion of their premium was being credited to their account for later use. To them the present economic instability is that particular emergency for which they have been laying aside. Often cash values were removed without justification, he declared, but still others have put the reserve to the use for which it was intended. Regardless of the reason for the impairment, it is up to the agent to make an honest and careful analysis of the individual and his particular problem and advise him just what to do.

Young Man's Problem

The agent should place himself in the position of the insured and should not sell an idea purely for the purpose of making a sale. The agent should explain why it will be almost impossible for the insured to repay his loan and that it would be utterly useless to pay a large interest charge which could just as easily be used for the building of a reserve. Before giving him details, it is best to discover whether he is insurable. If he cannot pass this physical requirement, he should by all means hang on to his insurance.

(CONTINUED ON LAST PAGE)

Ohio Department Is Cut in Its Working Appropriation

ITS SERVICE IS WEAKENED

State Undoubtedly Will Look for New Sources of Revenue at Next Session

COLUMBUS, O., July 28.—The Ohio intangible tax law has not produced the revenue predicted. Consequently it is believed the next session of the Ohio legislature may be seeking taxation sources and Ohio insurance men are prepared to ward off, if possible, the regular attempt to pluck more tax feathers out of the insurance goose. A compilation of the revenues from insurance companies for each state in 1930 showed that Ohio ranked fourth in the amount received, which totaled slightly over \$7,000,000. In that same year the operating cost of the department was \$127,737. In other words, 1.81 percent of the amount collected from the companies was used for service to policyholders while 98.19 percent was used for operating other departments of the state government.

Ohio Was Forty-fifth

For 1930, Ohio ranked, according to the percentage of the insurance tax dollar used for the service of the policyholders, 45th and unless other states have cut appropriations for the insurance department as did Ohio for 1932 to 15 percent less than used in 1930, Ohio probably now places at the bottom of the entire list of states, measured by the percentage of the insurance tax dollar used for service to policyholders.

The flat percentage expense reduction plan has worked a real hardship on the Ohio insurance department, which has been operating for years on a schedule of salaries and expense charges that are low even at today's deflated prices. Particularly, when compared with expenses in insurance departments of other states, the Ohio department has operated at a cost which is 20 percent to 25 percent lower than in states comparable in size and wealth. While having a reduced appropriation, the legislature continued to add duties to the office of the superintendent of insurance. It has been

Riehle Expatiates on Theme for Meet at San Francisco

T. M. Riehle, chairman of the national convention program committee, is author of the following message in elaboration of the theme "Life Insurance and Annuities—the Golden Gate to Financial Independence for You and Yours," which will ring out constantly at the convention of the National Association of Life Underwriters at San Francisco:

"The economic motive in the history of the world has been powerful and dominant. Most ills have been economic in that history. Life insurance and annuities—the golden gate to peace on earth—symbolize a dynamic social theory, a practical philosophy, the idea of systematic improvement of man on a truly guaranteed basis, and the means to an economic democracy. We can make life insurance and annuities our parent financial stem.

"Financial independence must be won by men with family responsibilities. It is the old and simple plan of getting and keeping. No man is truly successful unless financially independent of his business.

Dream Given Effect

"Life insurance and annuities—a dream to be given effect in the common life of the masses resulting in supported and contented leisure in old age for living people, whether the buyer or beneficiary. In either role, they are the recipients of an enlightened self-interest, self-management and forethought.

"Economic freedom—freedom of choice—is not for leisure necessarily, but possibly for even wider horizons in business. It is in defense of a practical, insistent tomorrow but all the while sentiment is woven in its fiber.

"America must think in terms of the future, along a true, safe, secure, guaranteed path, with images and pictures fired

(CONTINUED ON PAGE 8)

virtually impossible to perform some of these duties in a thorough way except when other departments of the state government have cooperated to furnish the necessary help.

W. P. Stedman Is Slated to Head C. L. U. National Body

IS NOW ITS VICE-PRESIDENT

Members Balloting by Mail—Results to Be Announced at San Francisco Convention

W. P. Stedman, general agent for the National Life of Vermont in Baltimore, is the choice of the nominating committee for president of the national chapter, Chartered Life Underwriters. He is now vice-president of the organization. The nominations have been submitted to members of the national chapter, who are balloting by mail. The result of the election will be announced at the annual meeting at the time of the convention of the National Association of Life Underwriters in San Francisco.

Mr. Stedman will succeed Gerard Brown, supervisor in the A. E. Patterson agency of the Penn Mutual in Chicago.

Nominated for vice-president is L. C. Woods, Jr., of the Equitable Life of New York in Pittsburgh; for secretary-treasurer, H. H. Cammack, John Hancock Mutual in Huntington, W. Va.; for recording secretary, David McCahan of Philadelphia, assistant dean of the American College of Life Underwriters.

Nominated for directors are B. H. Badenoch, Northwestern Mutual, Boston; A. H. Bennell, Mutual Life of New York, Pittsburgh; G. S. Brown, Penn Mutual, Chicago; Fred Casidy, Prudential, Seattle; A. T. Haley, Massachusetts Mutual, North Carolina; Frank C. Hughes, Mutual Benefit, Milwaukee; W. J. Lennox, New England Mutual, San Francisco; H. D. Leslie, Northwestern National, Los Angeles, and John C. McNamara, Guardian Life, New York.

Orchard with Wilhelm Agency

J. P. Orchard, who has been in charge of the Omaha agency of the American Union Life of St. Joseph, has joined the H. O. Wilhelm agency of the Northwestern National Life. Mr. Orchard is to be Omaha manager, permitting Mr. Whitlock to spend more of his time in the territory, which includes southwestern Iowa and Nebraska.

The American Union Life has closed

Six Months Figures of Some Companies Given

The following figures show insurance written during the first six months of this year and insurance in force at the end of that period.

	Insurance Written	Insurance In Force
American Reserve	\$ 1,770,304	\$ 13,447,310
Colorado Life	5,750,000	30,000,000
Connecticut Mut.	53,806,041	963,933,473
Continental, Mo.	8,093,748	105,530,837
Imperial, Canada	15,182,504	299,163,657
John Hancock Mu.	410,614,867	3,608,632,728
Manuf'rs, Can.	33,238,588	546,043,113
Mass. Protective	2,587,840	27,537,073
Minnesota Mutual	16,109,569	218,024,765
Northwestern Mut.	144,068,955	4,065,563,963
Phoenix Mutual	28,154,047	630,540,000
Provident Mutual	59,445,198	1,021,330,012
Reliance	22,734,407	451,497,992
Reserve Loan	4,842,238	66,235,938
Volunteer State	3,957,940	134,003,260
Wisconsin Nat.	2,634,023	42,042,555

Tennessee Official Halts Number of Life Companies

Insurance Commissioner Reece of Tennessee is causing consternation at some home offices because of holding back licenses of companies where he questions their investments. In some states it is said that Mr. Reece has filed objections as to more than half their companies entered in Tennessee. He is investigating fraternal as well as regular life companies. Officials of companies that have received notice that their licenses will not be renewed have gone to their own insurance commissioners and laid the matter before them. Some officials have made a pilgrimage to Nashville to plead their cause before Commissioner Reece.

Whether the matter will be taken up officially with the National Convention of Insurance Commissioners has not been determined although some state officials say that the time has come when there should be some understanding as to how far a state commissioner should go with companies of other states on his own initiative when they are vouched for by their own departments.

its Omaha office and the sales staff has gone with Mr. Orchard in his new connection.

TO HAVE ACTIVE PART IN MANAGERS' CONFERENCE



WALTER E. WEBB

Among those who will take an active part in the meeting of the managers and general agents, Aug. 16, in connection with the convention of the National Association of Life Underwriters at San Francisco, are Walter E. Webb, execu-



CAROL C. DAY

tive vice-president of the National Life, U. S. A.; Carol C. Day, general agent for the Pacific Mutual Life in Oklahoma City; Lester O. Schriver, general agent for the Aetna Life in Peoria, Ill., and Ralph G. Engelsman, general agent for



LESTER O. SCHRIVER

the Penn Mutual in New York City. Mr. Webb will deliver an address, "Your Job," when the managers and general agents reconvene after holding group sessions. Mr. Day is chairman of the Group 1 session for rural territories



RALPH G. ENGELSMAN

and cities up to 100,000 population. Mr. Schriver will deliver one of the talks at that session. His subject is: "Recruiting and Training New Men." Mr. Engelsman is the speaker in the Group 3, of the largest cities session.

Find Inspiration In Early History

1,000 Northwestern Mutual Agents
Impressed With Vanquishment
of Obstacles in Past

MEET AT HOME OFFICE

C. H. Poindexter of Kansas City Succeeds Charles F. Axelsson as Head
of Association of Agents

MILWAUKEE, July 28.—With an attendance of about 1,000 agents from all parts of the country the annual meeting of the Association of Agents of the Northwestern Mutual Life was held in the home office at Milwaukee this week. Charles F. Axelsson, Chicago, president of the association, presided at the opening session. The address of welcome was made by Sam T. Swansen, general counsel of the company, owing to the vacancy in the presidency due to the recent death of President William D. Van Dyke. Preceding his talk, the agents in attendance adopted in reverential silence a resolution of love and respect for Mr. Van Dyke.

After citing some of the history of the company, this being the 75th anniversary of the founding of the Northwestern, Mr. Swansen referred to its growth and development up to its present standing as one of the leading life insurance companies of America.

In response, Mr. Axelsson expressed appreciation for the service Mr. Swansen rendered in bringing his message on behalf of the home office management. Referring to early accomplishments, Mr. Axelsson continued, contrasting conditions of that time with those of today.

Four Billions in Force

"Now we have over 4 billions of insurance in force on over 600 thousand policyholders, each one a center of influence for more business; we have nearly a billion dollars of assets allocated among the finest investments of North America; we have proven management; we have policy contracts for every life insurance need; and we have a proud history second to that of no other life insurance company in the world.

"Conservation of life insurance now in force throws a challenge to us all. Northwestern Mutual agents are facing the task courageously and are imbued with that spirit of unselfish service in which among life insurance companies the Northwestern has been a pioneer and leader. From these annual meetings we have received practical ideas and have had instilled in us high ideals. From the company's educational course we have learned how to be better and more efficient representatives. Not satisfied with this, a number of our agents have joined the movement of the American College of Life Underwriters and acquired the coveted designation of Chartered Life Underwriter. Our agents are taking a direct interest in the activities of the national, state and local associations of life underwriters, all of which are working unceasingly for the mutual welfare of the agents of all legal reserve life insurance companies. We are convinced that never before has the spirit of good will existed that we find among all life insurance men and women today.

"We, too, are beginning to see the sun's rays coming through the clouds. We are looking forward to new and more vigorous leadership in our financial future."

(CONTINUED FROM PAGE 10)

Head of Northwestern Mutual Agents' Group



CHARLES F. AXELSSON

Charles F. Axelsson of the Hobart & Oates agency of the Northwestern Mutual Life in Chicago as president of the Association of Agents of his company opened its sessions and delivered the response to the address of welcome at the meeting of the Association of Agents in Milwaukee.

Paisley Backs New Company

Former President of the International
Life Is Organizing the Standard
Life of Alton

A new life company to be known as the Standard Life and to have its principal offices in Alton, Ill., is being organized by J. R. Paisley, former president of the International Life of St. Louis. Prior to becoming the president of the International Life he had organized and headed for many years the old Standard Life of Decatur, Ill., which was later merged with the International Life after Mr. Paisley and his associates had purchased control of the latter company from Massey Wilson and J. L. Babler several years ago.

Associated with Mr. Paisley in the new Standard Life Co. will be J. B. Nottelmann of St. Louis, who served for a time as secretary for the old Standard Life and later was secretary of the International Life while Mr. Paisley was president.

The Standard Life of Alton will have 4,000 shares of \$25 par value capital stock. The stock will be sold for \$50 a share, the extra \$100,000 being placed in surplus. It expects to commence business early next fall. It has been stated that the company will not attempt to purchase the business of other companies but will start from scratch, building up its own agency organization.

Would Merge Omaha Companies

John A. Farber and associates, who recently acquired control of the Union Pacific Assurance and the Equity Life Company, both of Omaha, are working upon a merger of the two companies, and will shortly submit their plan to the Nebraska department for approval. The Fidelity Old Line Life directors have filed an amendment to its articles of incorporation, making it a funeral benefit company under the new Nebraska law. It is a Farber company.

A. E. Fowkes has been appointed district manager of the Mutual Benefit Life at Mobile, Ala., succeeding J. W. Oliver, who has been recalled to Birmingham.

Julius Barnes Sees Rift in the Dark Depression Cloud

LOOKS FOR BETTER DAYS NOW

New Chairman of the Board of the Missouri State Life Is Given
Welcome

Julius H. Barnes, who was recently elected chairman of the board of the Missouri State Life, was given a testimonial dinner in St. Louis last week over which President W. T. Nardin of the company presided. Mr. Barnes in his talk declared that fundamental sources at work at present indicate that the depression has been weathered and he looks for a period of prosperity ahead. Mr. Barnes was welcomed by Governor H. S. Caulfield of Missouri. He congratulated St. Louis, the Missouri State and its policyholders on Mr. Barnes becoming officially connected with the company.

Insurance Well Administered

Mr. Barnes in his talk said there has been no great carelessness in the administration of life companies. Universally and generally speaking, the men in charge of these institutions have lived up to the best traditions of the business, in his opinion. A fundamental cause leading to the depression he said was the fact that the people in many European countries saw their life savings quickly wiped out by their governments inflating the currency. The lack of a continuity of stable government and no assurance that the succeeding administration would carry through promises made by the ministry they displaced created distress. There was no continuing support for such government.

U. S. Government in Business

The distress of governmental administration culminated in this country during 1930, he declared, when the government entered business in an endeavor to stabilize the price of wheat and cotton. Successive shocks led the people to wonder just how effective the government of the United States really was. He pointed out that the American people have never lacked for leadership in times of emergency and he expressed confidence that the country can be relied upon to finally solve and conquer the perplexing problems that now beset it. He expressed the belief that the historically low prices of stocks and bonds will pass and that intrinsic values will again make themselves manifest.

Fundamental Factors Applied

He said that to reach the conclusion that the country will soon witness a recovery, it is only necessary to apply the fundamental factors for successful self government: 1. Abundant national resources. 2. Habits of industry. 3. Stability of government, assuring fair play to everyone seeking to work out his destiny along accepted principles. He advised care in altering any fundamental laws. When Mr. Barnes was in St. Louis he addressed a gathering of Missouri State officials, employees and agents, at noon.

Pays \$44,000 in Premiums on Life Annuity Policies

The largest single premium life annuity insurance policy ever issued through the Louisville office of the Equitable Life of New York was sold recently by H. M. Barnett to a prominent physician of Grayson county, Ky. The single premium amounted to \$34,000, securing a volume of insurance of \$85,000. The same man invested \$10,000 in the same sort of insurance contract earlier in the year, thus having paid \$44,000 in insurance premiums this year.

Tennessee Again in the Limelight

Commissioner Reece Refuses to
Renew License of National
Life, U. S. A.

HANSON IS ATTACKED

Illinois Department Declares Company
Is in Sound Condition and Is Meeting
All Obligations

NASHVILLE, TENN., July 28.—Commissioner Reece of this state revoked the license of the National Life, U. S. A., of Chicago last Saturday on the ground of "insufficiency of assets." The National Life, U. S. A., was one of the companies that the Tennessee commissioner put on probation. He announced when the time for regular granting of licenses came up that he would not issue a license but gave temporary permission to continue in the state until July 30. The commissioner stated he would grant a hearing on his findings. President R. D. Lay and Executive Vice-President Walter E. Webb of the National visited this city, having a conference with Commissioner Reece. They claim that there was no specific objection made to any particular investment, the commissioner merely contending that the statement was not satisfactory. Local counsel was employed and Judge Rufus M. Potts of Chicago, former Illinois superintendent, has been here.

Has Three General Agencies

According to the local attorney, Commissioner Reece stated that he would not take any action until the time expired, which would be Saturday of this week. However, he issued the revocation order last Saturday and gave the story to the local papers. The National Life, U. S. A., has three general agencies in the state that have a good lot of business on their books. Naturally policyholders were much alarmed over the action. Among the interesting statements made in the revocation order was a claim that Superintendent Hanson of Illinois had endeavored to intimidate and threaten Commissioner Reece.

Conspiracy Is Charged

Commissioner Reece in his revocation notice says, "The officials of said company entered into a program of false propaganda in impeaching the integrity of this department, endeavoring through the superintendent of insurance of Illinois and otherwise to threaten and intimidate the commissioner of insurance of Tennessee." Commissioner Reece seems to indicate that the company officials and the Illinois department were conspiring to conceal the alleged financial impairment which he charges.

The National Life statement filed in all states and to which no objection has been made except in Tennessee shows assets \$56,480,889, liabilities \$53,181,288, contingent fund \$274,750, capital \$2,000,000, net surplus over and above capital and all liabilities \$1,024,850, insurance in force \$254,560,146. Its assets include \$894,987 cash in banks; \$20,039,687 first mortgages on real estate valued at \$49,341,858, stocks and bonds \$9,444,948, policy loans \$13,447,226.

TAKEN BY SURPRISE

The National Life, U. S. A., was taken by surprise at the Tennessee commissioner's action inasmuch as it felt assured that nothing would be done until the expiration of the probationary period.

(CONTINUED ON PAGE 9)

What a Father Did for His Daughter

WHEN she was 25 years old he bought for her a single-premium life annuity of \$1000 a year payable \$500 semi-annually.

That was over 43 years ago. In all she has received \$43,500; and the New York Life will, of course, continue to send her a check for \$500 every six months as long as she lives.

She is almost 69 years old, a widow.—Can you think of any other gift her father could have made her that would have been so enduring, so helpful to her, so thoroughly significant of his desire to make her life financially safe?

He had protected her whether he lived or not, whether she married or not and (if she married) whether her husband should prosper or fail or leave her unprovided for in event of his death.



HOME OFFICE BUILDING

NEW YORK LIFE INSURANCE COMPANY

51 MADISON AVENUE
NEW YORK, N. Y.

Sharp Clash Over Control Expected

Kentucky Home Life Crowd Has
Antagonist from New
York City

INTER-SOUTHERN FIGHT

Three Propositions Are Now Before
the Receivers—Policyholders' Com-
mittee Becomes Active

LOUISVILLE, July 28.—It will probably be some time before the Inter-Southern Life, now in receivership, is finally disposed of. Although the Kentucky Home Life filed its articles of incorporation the past week, also met and named directors and a skeleton official organization, receivers for the old company as well as the insurance department refused to approve certain assets that its promoters wished to use in creating the \$1,000,000 capital and surplus.

The policyholders committee of Louisville through H. M. Johnson, attorney, and policyholders of record, filed a petition with the Franklin circuit court July 22, asking the latter to desist from closing any contract with Kentucky Home Life, for the Inter-Southern, pending investigation of two programs, one calling for mutualization of the Inter-Southern for and by its policyholders, who feel that they could operate it themselves and retain more rights than would be possible through the proposal of the Kentucky Home Life.

Thomas Back of Mutual Plan

C. F. Thomas, former insurance commissioner, later vice-president some years ago of the Inter-Southern, and official at one time of Kentucky State Life until absorbed by American Life & Accident, is now drafting a program of policyholders mutualization to be submitted to the court.

The policyholders' committee further asked the court to investigate a definite proposal of the Canfield & Satterlee interests of New York, who are ready to make what is felt to be a sound and worth while offer for reinsuring the Inter-Southern and fully protecting its policyholders. It became known that the latter interests, in order to have an operating and chartered company available to go right ahead with its program, had arranged a deal for refinancing and control of the Equitable Life & Casualty of Louisville, which would be used as the vehicle for absorption and reinsuring of the Inter-Southern. A contract has been drafted by the Equitable Life & Casualty and is ready for presentation to the Franklin county circuit court at Frankfort, setting forth the terms under which it would take over the Inter-Southern. It is claimed that this contract is far broader than the one offered by the Kentucky Home Life, and would afford policyholders much better protection in matter of payment of death claims as well as in building up equity, or cash surrender value of their policies. This means that instead of one deal for the court to consider there will be three of them.

Duffin Is in the Fight

Some weeks ago Eli Brown, Jr., Louisville attorney, entered an intervening petition objecting to the Kentucky Home Life proposal. It has become known that Mr. Brown is working with the Canfield & Satterlee interests of New York, and that his efforts are in their behalf. James R. Duffin, president of the Equitable Life & Casualty, who

on May 28 objected to the Kentucky Home Life proposal, and who was lukewarm on the Eli Brown proposal, is now working hand and glove with the latter. Mr. Duffin is a former president of the Inter-Southern Life, who was deposed after the Caldwell interests secured control of that company.

Bidding for the Security Life

The Equitable Life & Casualty has stepped into the picture as a power to be reckoned with. It has become known that this company, with strong eastern financial backing, is submitting proposals at Chicago to the receivers of the Security Life for taking over the latter company, which in turn controls by stock ownership the Northern States Life of Hammond, Ind. It was understood that if the Equitable Life got the Security Life, both the Security and Northern States would be merged into the Equitable Life, and all operations conducted in Louisville. The next phase of the picture would be taking over the Inter-Southern Life, giving the Equitable Life a very large volume of business in force, through its absorption of three companies. In turn the Equitable Life would control approximately 148,000 shares of stock of Missouri State Life.

Mr. Duffin reports that the Equitable Life & Casualty company has recently taken over the American Temperance Life of Washington, D. C., and will operate a branch office in that city; also the Washington Life of Indianapolis and the Indiana Equitable Life of Indianapolis. With these three companies it will receive approximately \$1,750,000 of paid-up business, and additional assets.

Willing to Provide Funds

The eastern interests are alleged to be ready and willing as well as in position to provide all necessary financing needed by the Equitable Life & Casualty. If successful in plans for control of the Missouri State, through additional stock purchases, or pool agreements, it would get in the necessary money to meet all requirements of Missouri State Life.

C. F. Thomas of the Inter-Southern policyholders protective committee remarked that while he was going right ahead with plans for submission of the proposed mutualization program, he and his associates were ready and willing to accept any soundly backed financial program, and that whatever was best for policyholders, following investigation, would be approved by his committee.

Kentucky Home Life Plan

At the first stockholders' meeting held by the Kentucky Home Life, eighteen directors were named, along with the board chairman and the president. Through the list it becomes apparent that the Greenfield interests of Philadelphia are well represented.

Federal Judge C. I. Dawson of Louisville becomes chairman of the board and W. B. Harrison, mayor of Louisville, president. Other directors are Julius H. Barnes of New York, chairman of the board of the Missouri State Life; Clarence Broadbent, Cadiz, Ky.; W. S. Campbell, Louisville; H. J. Caperton, Louisville; Frank Cohen, New York executive vice-president Lloyds Casualty; A. M. Greenfield, Philadelphia; S. L. Guthrie, Bardstown, Ky., banker; F. J. Herrmann, Louisville; Donald McDonald, Louisville; E. J. Miller, Louisville; Dale Parker, New York; H. G. Sundheim, Philadelphia attorney; E. T. Trigg, president John Lucas Co., Philadelphia; Ben S. Washer, attorney, Louisville; Ben Williamson, Jr., Ashland, Ky.; M. L. Wurzell, Philadelphia, vice-president Bankers Bond & Mortgage Co. and Guarantee Company of America.

Due largely to the fact that it is indefinite just when Mayor Harrison will be able to assume the active post of president, M. L. Wurzell of Philadelphia will serve as executive vice-president and John H. Miller, connected with Woodward, Fondiller & Ryan, New York, and who has been active in actuarial work in formation of the new company, has been asked to serve as secretary-treasurer pending naming of

permanent officers. Burton Van Dyke, actuary for the old Inter-Southern, is to be actuary for the new company.

The policyholders' committee of the Inter-Southern Life filed an intervening petition at Frankfort, Ky., asking that the Franklin county circuit court set aside the order approving of a program to turn over the Inter-Southern to the newly formed Kentucky Home Life. The petition asks the court to grant the policyholders \$2,000 with which to make an investigation by experts to ascertain which may be the best plan for policyholders. The petition alleges that the committee after investigating the standing of Greenfield & Co., Philadelphia, financial backers of the new Kentucky Home Life, questions whether or not this firm should be entrusted with the trusts involved in administration and disposition of the interests of the Inter-Southern policyholders. It was charged that the receivers for the Inter-Southern were not satisfied with at least some of the securities offered in supplying \$1,000,000 in combined capital and surplus for the new Kentucky Home Life, and had refused to approve.

Further, it is charged that the Kentucky Home Life plan is not a reinsurance program; does not guarantee death claims, cash surrender values, disability claims or endowments; that any sums advanced to the Inter-Southern are charged against the assets of the policyholders and become a lien against the policies. The policyholders, it is alleged, surrender all possibility of future dividends and at the end of 20 years all surplus, earnings or enhanced values become the exclusive property of the new company, not the policyholders.

New Proposal Favored

The petition recites that F. C. Proctor, attorney of St. Louis representing New York interests headed by D. M. Milton, formerly of Louisville, has made a proposal for the administration and management of Inter-Southern which the committee believes is a superior offer to that of the Kentucky Home program, and that this offer had been verified. The petition includes a letter from Mr. Proctor offering to submit to the Kentucky insurance commissioner \$25,000,000 of securities from which to select \$1,000,000 to be used in building up the Equitable Life & Casualty of Louisville.

The letter expressed the idea that the Milton interests were willing and ready to also take over the Inter-Southern Life and also the Missouri State Life, and fully rehabilitate them.

The petition asserted that Mr. Milton is a member of the law firm of Satterlee & Canfield, that Satterlee is a member of the J. Pierpont Morgan family, and that Milton is a member of the Rockefeller family, having married Miss Abbie Rockefeller, and that the firm represents the interests of these families in numerous organizations. The court is asked to compel the receivers for Inter-Southern to negotiate with Milton and associates in order to get the best possible plan from them.

VIRGINIA MOVE POSTPONED

RICHMOND, VA., July 28.—Pending the outcome of negotiations for the reorganization of the Inter-Southern Life, receivership proceedings instituted against the company in the circuit court here at the instance of the state corporation commission will be held in abeyance. The court was given assurance that active steps for the reorganization of the company were being taken in Kentucky. Meanwhile the license of the company to do business in Virginia remains suspended.

"Robertson Law" for Indiana

A bill requiring life insurance companies to invest one-fourth of their legal reserves on Indiana business in securities of that state has been introduced in the special session of the legislature. This is similar to the Robertson law of Texas.



As Safe As Life Insurance . . .

THROUGHOUT the financial storm, life insurance has proved itself to be THE safe and non-shrinkable investment. Even Government bonds—safe as to principal and income as everyone knows—have suffered from depreciated market value.

Check up for yourself among your own friends; ask your acquaintances; ask strangers; ask anyone. More and more people are realizing that the one thing of unimpaired value they have today is their life insurance.

Contrary to other forms of investments, life insurance has steadily increased in value. A man's policy is worth more today than it was a year ago—more today than it ever was.

Two reasons for this record of safety and increasing value are the **exacting laws** which govern life insurance investments, and the **ultra-conservative management** of life insurance companies.

Although life insurance companies paid to beneficiaries and policyholders in 1931 two and one-half billion dollars—an amount equal to almost one-fourth of the gold in the world—the assets of life insurance companies **increased** one billion three hundred million dollars. Think this over.

If it is safety you seek, you will find it in life insurance.

For a deposit of a few dollars a month any man can insure himself an income that cannot be outlived, cannot be lost, and never decreases.

Life Insurance men can well be proud of their business.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE

INDIANA

Sales Possibilities Undeveloped in Maryland!

**We Have Some of the Best Counties in the State Open!
Generous Contract—Full Policy Service
Sincere Home Office Cooperation**

Let Us Tell You Which Are the Best Counties and Why.

George Washington Life Insurance Company
CHARLESTON, WEST VIRGINIA
HARRISON B. SMITH, President

Make your work easier with these practical tools

LIFE UNDERWRITERS find there is no substitute for work. Work—the proper application of energy—still remains a fundamental requisite to success in life insurance.

Work plus the practical tools offered agents by this company make a combination hard to beat. Here are some of the tools offered our agents which will also help make your work more remunerative and easier.

- a liberal agency contract
- a complete line of modern policies
- juvenile policies, sub-standard
- double indemnity, total disability
- low non-participating rates
- organized presentations
- a fool-proof visual sales kit
- a daily working plan
- a condensed but comprehensive training plan
- a conservation program that helps keep policyholders sold and reduces lapses

Connect with a company that will give you the greatest help and make it as easy as possible to operate. For openings in Ohio, Michigan, Illinois, Indiana, Kansas, Oklahoma or Texas, write George L. Grogan, Vice President

The Federal Reserve Life Insurance Company

Kansas City, Kansas

Riehle Expatriates on Theme for San Francisco Meeting

(CONTINUED FROM PAGE 4)

by the high and lofty passion for financial independence. Not only for the pot of gold at the end of the rainbow, but for what that pot of gold means—for the freedom of choice to do those things which we want to do; for the unfeared outlook upon the world as a place in which to live longer, and for the fact of longer life. Gold alone, as such, is for misers. Again, to translate that pot of gold into the beautiful things of life, not merely food, clothing and shelter, and yet not castles by the sea, but simple rest, peace, contentment, true happiness, freedom of thought and action.

Money Is Liberty

"Money is not money, it is liberty. . . the glorious privilege of being independent, to make one free for life, not for death. If one needs it not, what harm has been done? If one needs it, a boon indeed! All of which must result in the American dream—financial independence. Ruthless time defeated by time. The tough web of fact unskinned through striving.

"Proudly, we march forward, an army with banners, delivering exactly what was nominated and promised in the contract, dollar for dollar, word for word—safety and security.

"The tremendous mass of public opinion is with us. Only one negative force can defeat us—inertia—the lack of energy and enthusiasm.

"Ours is a passion and a system. Reverent hands and tender consciences have protected our good name.

"Let us raise our selling technique to great heights comparable to the security of the contracts we sell, that have demonstrated through the years that they do deliver what has been promised.

"Two and two still make four. If it is instructive to remember '29! The past has been fine. The future will be glorious!

"Advance, army of life underwriters! Not in the dress of pomp, but with pride!

"It is the dawn, not the dusk!"

Department Deputies Go Up

BOSTON, July 28.—E. S. Cogswell has been appointed first deputy commissioner, E. P. Dougherty second deputy and T. H. O'Connell third deputy commissioner of the Massachusetts department. The appointments are all promotions in regular line occasioned by the retirement of A. E. Linnell, first deputy commissioner, on reaching the retirement age of 70 after 40 years' service in the department.

Missouri Valley Suit Settled

E. C. Bigger has dismissed in the courts at Lincoln, Neb., the suit recently brought by him against a number of fellow directors of the Missouri Valley Life, enjoining them from meeting and deposing him as president, as he said they had planned to do, without giving due legal notice. An agreement has been reached by which Mr. Bigger has been given a 90-day option to purchase the interest of the opposing faction in the \$30,000 protective fund on deposit with the insurance department, with a proviso that if he does not exercise the option the other group has ten days in which to similarly act.

New Trading Stamp Ruling

The Nebraska department has issued a new ruling that "no life insurance company, whether domestic or foreign, doing business in Nebraska, shall accept trading stamps in payment or part payment for premiums on life insurance policies sold in the state."

The Independent Western Star Order, a fraternal of Chicago, has been referred to the attorney general of Illinois for dissolution.

Public Still Buying Large Volume of Life Insurance

HARTFORD, July 28.—At the close of the first six months of 1932 the volume of ordinary life insurance sold, although below last year's sales, nevertheless represents a substantial volume. During the first half of 1932, although incomes of all classes were drastically reduced, the new business sold was over 25 percent larger than in the same period ten years ago, the Life Insurance Sales Research Bureau reports. The greatest increase was experienced by the middle Atlantic section, which has the largest volume in force of any section of the country. This section during the first six months of 1932 paid for a volume of new business approximately half again as large as in the first half of 1922. The Pacific states showed the next largest increase with a gain of 42 percent during the ten years.

The following table affords a comparison of sales by sections and cities for June and for the six months of 1932. These comparisons are made to the same period a year ago and show that the general decrease in sales is felt throughout the country:

	June, 1932 Comp. to June, 1931	Six Mos. 1932 Comp. to Six Mos. 1931
United States total	73%	82%
New England . . .	75	81
Middle Atlantic . .	71	82
East North Central .	77	82
West North Central .	69	78
South Atlantic . . .	65	80
East South Central .	71	81
West South Central .	80	84
Mountain	80	80
Pacific	75	87
Boston	85	85
Chicago	79	78
Cleveland	82	76
Detroit	74	82
New York	72	79
Philadelphia	72	82

Missouri State Life Will Participate in Bank Dividend

Receiver Keyes of the National Bank of Kentucky at Louisville, must pay the Missouri State Life its 67 percent liquidation dividend on \$500,000 in certificates of deposit carried with the bank at the time it closed its doors. In addition the life company will share in all future dividends to depositors. It is anticipated that an additional dividend of 13 percent will be declared soon. Other payments are also expected before the affairs of the bank are finally liquidated.

Attorneys for Receiver Keyes had resisted payment to the Missouri State Life on the ground that the \$500,000 in certificates of deposit were issued by the bank with the agreement they were not to be cashed except in settlement of a \$500,000 loan to the Associated Life Insurance Company, a subsidiary of Caldwell & Co. of Nashville.

P. E. Orr Joins Manhattan Life as Aid to Kohler

NEW YORK, July 28.—P. E. Orr of the C. B. Knight New York agency of the Union Central Life, has been made assistant to the superintendent of agencies of the Manhattan Life. He began his insurance career with the Travelers in 1919 in Atlanta, later becoming assistant manager for Georgia in the life department. Coming to New York in 1921 he was manager of W. R. Collins & Co. in life and general insurance. For a time he was executive manager of the New York City Life Underwriters Association and in 1923 became assistant manager of the state insurance fund of New York in charge of acquisition. In 1929 he became general agent at Buffalo for the Union Central Life and lately has been a personal producer in the C. B. Knight agency. F. K. Kohler is superintendent of agencies of the Manhattan.

Tennessee Again in the Limelight

(CONTINUED FROM PAGE 5)

period. The receipt of the revocation order was the first intimation the company had that drastic action had been taken. The company made the following statement:

"It is a matter of common knowledge, from the many articles which have appeared in the insurance press, that many life companies, licensed to transact business in Tennessee, are experiencing great difficulty and delay in obtaining their 1932 licenses from Commissioner J. I. Reece. The National Life, U. S. A., made every effort to ascertain the reason and cause for delay in the issuance of its license and the only satisfaction which it could obtain was an extension of its certificate of authority to July 30. On July 22 the commissioner summarily revoked its certificate of authority without previous notification of any kind and refused to point out any objectionable items in the company's financial statement, and also refused to cause to be made an immediate audit of the company's affairs by the Tennessee department.

To Have Convention Examination

"The company has taken steps to arrange for a convention examination which it is expected will be commenced early in August. It is anticipated as a result of this examination that it will be able to procure a prompt withdrawal of the Tennessee revocation order. One of the allegations of the Tennessee commissioner in revoking the license was his contention that the Illinois department, which had issued its certificate of authority promptly, had intervened with the Tennessee department on behalf of the company.

"The company, which was established in 1868, is known to be one of the country's strongest insurance institutions and has approximately \$250,000,000 of business in force and admitted assets in excess of \$56,000,000. It has no unpaid obligations and is financially solvent and in an extremely liquid position—meeting all claims, policy loans, and all other obligations promptly."

ILLINOIS STATEMENT GIVEN

THE NATIONAL UNDERWRITER queried Superintendent Hanson at Springfield, Ill., as to the charge that he had used undue pressure on the Tennessee department. Supervisor of Examinations R. E. Daly issued the following statement:

"Superintendent Hanson is on his way to New York. He has not threatened nor intimidated Commissioner Reece through the National Life, U. S. A., as implied. Commissioner Reece recently sent two high-priced examiners to Chicago to investigate the affairs of the company, and inasmuch as a convention examination has been arranged to begin early next month, the Illinois superintendent objected to the extra expense and duplication of work. We have received no complaints that the National Life, U. S. A., was not taking proper care of policy loans, death claims, etc., and its statement for last year showed capital and surplus in excess of \$3,000,000."

JUDGE POTTS BLASTS REECE

Judge Potts in an open letter to Commissioner Reece characterizes the action of the Tennessee department as "arbitrary, unwarranted, oppressive and void." Judge Potts states that with the open hostility of the Tennessee commissioner, the company will be harassed in its efforts to secure new business in Tennessee. He is recommending that the National Life, U. S. A., withdraw from the state, where he says it has "provided complete protection to its policyholders and maintained an unblemished record for more than 24 years," until conditions appear to warrant its reentry. Judge Potts is sus-

tained in his position by the Nashville legal firm of Anderson, Aust, McDugin & Evans, local counsel for the company.

Judge Potts' letter occupies over two columns in the daily newspapers in which he analyzes the Tennessee commissioner's position. He states it has been impossible to secure from the Tennessee officials any specific information as to investments objected to. He declares that the National Life has complied with every Tennessee requirement. Judge Potts states that, "In these times of depression it goes without saying that many corporations and individuals have suffered financial impairment but are still financially sound and not deficient in assets, still solvent, able and actually paying their bills." Judge Potts characterizes the Reece revocation as "official effrontery." He says the company is in a sound financial condition and is meeting every obligation promptly.

STATEMENT FROM HANSON

NEW YORK, July 28.—Superintendent Hanson of Illinois, who is here to attend a meeting of the valuation committee of the National Convention of Insurance Commissioners, said he had made no threats or intimidations against the Tennessee department and that any

reports crediting him with such statements are entirely erroneous.

"I have never taken a threatening attitude and there is no spirit of antagonism against Commissioner Reece," Mr. Hanson said. "If he wants to bar the National Life of Chicago from Tennessee, that is up to him. Whatever I have said to Mr. Reece has been merely in an effort to defend a good company which is being operated in full accordance with the Illinois law. As a matter of economy, I suggested to Mr. Reece that the New York auditors he sent to Chicago to examine the company be recalled, as the convention examining committee is due to start its examination of the National Life next week. I thought that since we had recommended salary reductions for higher salaried company men it would not be consistent to incur the expense of a double examination. I suggested to Mr. Reece that he await the report of the convention's committee before taking any action on the National Life."

ISSUE IN CAMPAIGN

Commissioner Reece of Tennessee is making the welkin ring in responding to the charges of Hill McAlister, candidate for the Democratic nomination

for governor in that state, that the Tennessee insurance department had been acting "as an agent of coercion and oppression towards special business interests in a manner that should be rebuked."

McAlister charged that Reece's administration had been dishonest, was being used to raid and manipulate for political purposes the insurance companies under his supervision and that such action on his part should be made a felony and furnish cause for removal from office.

Asks Another Question

In an open letter to McAlister, Mr. Reece asks several questions, such as: "Do you consider my action in protecting the people of Tennessee as the law requires from further robbery by certain insolvent foreign insurance companies as an 'effort of coercion and oppression towards business interests not in any way connected with politics or government,' which should be rebuked when the people of this state in the past five years have lost over \$10,000,000 from the reserves of their policies by the failure of this department to protect them from such robbery."

"Do you mean," another question is, "to state that, if elected governor, you

Great Salesmen of History



CATO THE ELDER

CATO THE ELDER was remarkable for his austerity of life and manners.

In the realm of literature he was the first writer of prose history of Rome to use his native tongue.

A constructive statesman of rare ability and a brilliant orator, he looms out as one of Rome's greatest patriots. Seeing signs of a revival of the commercial and maritime strength of Carthage, Cato was largely responsible for the Third Punic War which wiped Carthage off the face of the earth. His famous cry with which he concluded every speech in the Senate—"Carthage must be destroyed!" has come thundering down the ages as a dramatic example of the power of repetition of attack on a basic idea.



ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER
Chairman of the Board

DES MOINES, IOWA

J. J. SHAMBAUGH
President



Settlement Agreements Help Maintain Protection

Policies with settlement agreements for the distribution of proceeds have a better than average record for permanence.

For some years the Connecticut General has been actively encouraging this method of selling life insurance.

Its simplified methods of handling such business, and the facilities placed in the hands of agents have resulted in a steady increase in the use of such agreements.

All concerned are gainers.

**Connecticut General
Life Insurance Company**
Hartford, Conn.

LIVE LEADS

Fidelity lead service provides a steady stream of live leads. The average policy written from these leads and the premium values are large. Returns from circularization on the Income for Life plan, originated by Fidelity, are exceptionally high.

Send for booklet
"The Company Back of the
Contract"

Fidelity Agents Profit

With an effective lead service and a complete kit of sales tools, Fidelity agents are profiting. Low Rate Life, Family Income, Disability, Accidental Death Benefits and a full line of annuity forms are included. They are backed by more than half a century of fair dealing.

**The FIDELITY MUTUAL LIFE
INSURANCE COMPANY**
PHILADELPHIA
WALTER LEMAR TALBOT, President

will place in charge of this department a man who can be swerved from his duty by such threats and false charges as those which have been made against me by your banker supporters who went to the governor, and by the subsidized foreign insurance journals like the Chicago 'Journal of Commerce' in an effort to crush and destroy the proper functioning of this department in its protection of the people?"

Other questions are of like tenor. It will be recalled that Mr. Reece created a furore when he brought receivership action against the Missouri State Life and in the petition alleged insolvency or questioned the soundness of several companies, some of whose stock was up as collateral for loans with the Missouri State. He subsequently stated that these references had been inserted in the bill "inadvertently."

Mr. Reece held up the actual licenses of all companies, although stating that the evidence of authority to operate was in the files of the insurance department for most of the companies. He refused to relicense a large number of companies. Apparently the behavior of Mr. Reece is providing campaign kindling.

Find Inspiration In Early History

(CONTINUED FROM PAGE 5)

cial, industrial and political leaders. We realize that this must come upwards from the bottom, instead of being assumed at the top. We shall need to get back to fundamentals. In the immediate future we must look for most of our business among the average citizens in our various fields instead of waiting for the large policies so easily procured during the late lamented 'Whoopee' era. We on the firing line are more than willing to bear the brunt of the attack but we look to the officials of the company for leadership and inspiration."

Prizes Are Presented

Charles H. Parsons, superintendent of agencies, made the presentation of company prizes and certificates in announcing agents who had won honors during the past year, names and honors having previously been printed in these columns. In addition Mr. Parsons announced cup winners. G. O. Jensen, Edgerton, Wis., was presented Vice President Cleary's cup to district agents, and M. W. Mack, Cincinnati, won the President's cup as leading general agent.

Additional features of the morning session were the presentation of two dramatic episodes, one depicting the founding of the company in 1857 at Janesville, Wis., by Gen. John C. Johnston, Judge Davis Noggle and Solomon Hutson; and the other the annual meeting of the company in 1859 when it was decided to move the company to Milwaukee, which marked the termination of Gen. Johnston's connection with the company.

Starting with luncheon, meetings were held during the afternoon by the special and soliciting agents' association, the district agents' association and the general agents' association.

Brooks Is President

C. M. Stiller, Wichita, Kan., presided at the district agents meeting. On the theme "Districts Agents' Profits and From Whence They Come," there were talks by M. J. Cleary, vice president, on "Hidden Profits in District Agency Work," Russell P. Thierbach, assistant superintendent of agencies, on "The Needs For and Uses of Visual Education." The subject of district agency profits as reflected by the G. L. Anderson bookkeeping system, was discussed by T. A. Lauer, Illinois, C. A. Smith, Indiana, and O. A. Sanks, Illinois.

Officers elected by this group were Roy E. Brooks, Princeton, Ill., president; Hamilton Yancey, Jr., Americus, Ga., E. A. Schlichter, Fort Collins,

Colo., and W. G. Batt, Richmond, Ind., vice presidents; and Victor V. Blummer, Rockford, Ill., secretary and treasurer.

The general agents' association re-elected Harry L. French, Madison, Wis., president. Arthur V. Hoene, Duluth, B. J. Strumm, Aurora, Ill., and Luther E. Allen, Atlanta, were elected vice presidents, and R. H. Pickford, Cedar Rapids, Ia., secretary and treasurer.

The special and soliciting agents' association elected Edmund A. Gould, Omaha, president; George N. Metzger, Kansas City, Mo., and Francis R. Olsen, Minneapolis, vice presidents; and Clarence E. Smith, Chicago, secretary and treasurer. The speaker at this meeting was Dr. Gus W. Dyer, Nashville, editor of the "Southern Agriculturist," who spoke on "The New Industrial Revolution and the Depression." The world is in the midst of the greatest industrial revolution it has ever seen, a revolution in which cities will have to fight for their lives and which is taking to the country all the luxuries heretofore known only to the cities, Dr. Dyer said. He asserted evidences of business revival are increasing in many sections of the country. The depression, he said, is a constructive force teaching people their strength instead of their weaknesses, and is laying the foundation for the greatest era of prosperity the world has ever seen. The depression has lasted so long because of the refusal to make necessary adjustments sooner, Dr. Dyer said, and attributed the present economic troubles to over-extended credit.

Dinner Dance Held

Monday night the agents and their ladies attended the annual dinner-dance at the Eagles Club, with Ben S. McGivern, Eau Claire, Wis., as chairman.

Martin P. Coonan, Minneapolis, presided at the Tuesday morning session, at which two historical episodes were presented. These included the settlement of the first death loss of the company in 1859 when an excursion train was wrecked. With but a small bank balance, the officials were faced with one and possibly more death losses which might have meant absolute disaster to the company. However, only one policyholder was killed and at a meeting of the officers and executives committee arrangements were made to borrow the necessary funds to make a prompt settlement. The second episode related to the revision of the reserve basis in 1870 by the adoption of the Massachusetts standard of reserve, against the protest of agents because it involved the passing of a dividend.

Another Type of Buyer

Among the talks given Tuesday morning was one on "The Buyers of Today," by Freeman Essex, Portland, Ore. The purchasers of 1932, he said, are those who are convinced that life insurance will keep complete the purposes of their lives. The men who find them are those who believe that life insurance is a necessity as much as bread and a place to sleep, or clothes. Purchasers are men who are brought face to face with the fact that life insurance is a necessary part of their financial program and the only sure means of providing something to carry on. Though wages be very meager, they realize that something must be purchased to provide for dependents when there will be no wage earner. Then, the industrialist who lost thousands of dollars and finds it best to take \$51,000 for \$100,000 single premium life and thus recover for his estate a part of the loss and provide a non-taxable income. Also, men whose fortunes have been wiped out and still possess the desire to stage a come-back and recreate for themselves and their estates something approaching the standard of living to which they have accustomed themselves and their families.

Mr. Essex cited men disillusioned as to permanency of the value of other forms of investment who will appreciate the quality of the permanency of life insurance investment which permits the purchaser to leave his funds in the

Ind.,
mmer,
urer.
n re-
dison,
Du-
and
ected
l, Ce-
surer.
s' as-
Gould,
tzger,
Olsen,
Clar-
y and
eting
editor
who
evolu-
world
indus-
trial
lution
ut for
o the
efore
said,
s re-
ons of
aid, is
people
weak-
on for
world
lasted
make
Dyer
econ-
dit.

hands of that institution having a highly specialized investment service. Another buyer of today is the man of wealth who does not want to force his heirs to liquidate his distribution, and further subject an already depreciated estate to the increased estate and inheritance taxes. Since the man at the wheel of any business is of vital importance to-day more than ever, business insurance offers an unusual opportunity to secure that business without his personality.

"The Special Retirement Endowments" were discussed by W. D. McLain, Springfield, Ill., followed by recognition of veteran agents.

In discussing "The Successful Life Agent," E. R. Young, Jackson, Mich., said the successful agent really and truly exists and he is not a myth, but he exists in as many different types as can be made up from widely divergent personalities and qualifications.

Tuesday noon a C. L. U. luncheon was held with Ben S. McGivern, Eau Claire, Wis., presiding.

Playlet Is Presented

"What Price Policy Loans" was presented by members of the Philadelphia agency of the Northwestern Mutual Tuesday afternoon, being a one-act playlet in three scenes under direction of Robert A. Anderson. The theme was the danger of permitting policyholders to make loans beyond urgent needs and thereby endangering their life insurance.

One of the major cravings of humanity is that for security and the life underwriter is in a good condition to satisfy that craving. Prof. S. N. Stevens of Northwestern University said in discussing "Hidden Reserves." The potential possibilities of persons are seldom tapped as very few people realize their own potential sources of power until they are faced with a crisis and begin to extend themselves. Finding their hidden reserves will make better life insurance underwriters of all agents.

C. H. Poindexter, Kansas City, Mo., was elected president of the Association of Agents at the Tuesday afternoon session. He succeeds C. F. Axelson, Chicago. Ernest H. Early, New York City, succeeds to the vice presidency, and Gerald H. Young, Milwaukee, was re-elected secretary and treasurer. Ben S. McGivern, Eau Claire, Wis., was elected chairman of the standing committee, other members elected being Herbert L. Cramer, South Bend, Ind.; Henry M. Files, Cedar Rapids, Ia.; Francis R. Olsen, Minneapolis, and Ralph L. Theisen, Lincoln, Neb.

Tuesday night, Merle Thorpe, editor of "Nation's Business," spoke at the annual dinner given by the company for its agents. M. J. Cleary, vice president, was toastmaster.

The M. W. Mack general agency of Cincinnati again was presented the conservation cup which is given for the highest average in first year lapse ratio, new business on previous membership and per-capita business.

The Cincinnati agency made 378 out of a possible 400 points.

The conservation cup has been won by the Cincinnati agency nine out of 12 times, the other times ranking second.

New York Firm Dissolves

The firm of Wells, Meissel & Peyser, which has been for the past five years New York City general agent of the National Life of Vermont has announced the dissolution of the corporation with E. A. Wells succeeding to the general agency. P. A. Peyser will go with the Keane-Patterson Agency of the Massachusetts Mutual as manager of his own unit. Mr. Peyser was with Keane-Patterson before joining the National Life. Mr. Meissel will announce his plans shortly. Both he and Mr. Wells were formerly connected with the Mutual Benefit Life in New York City. Mr. Wells having been chief assistant to the then general agent, L. A. Cerf.

Wisconsin, Indiana Offer Chance to Save on Checks

MADISON, Wis., July 28.—Commissioner Mortensen has notified all companies operating in Wisconsin that a paid-in-advance plan for agents' licenses will go into operation Aug. 1.

In order to overcome the possible objection that the new federal tax on checks and the increase in postage would increase the expenses of the companies, general agents and others applying for agents' licenses, if the fee has to be paid with each application sent in, the commissioner has devised a plan under which applicants for license forms may order supplies, with one check to cover the fees of the lot, in advance of anticipated requirements. Any unused blanks may be returned to the department not later than 15 days before the close of the license year for which these forms were issued, and credit received for the advance fees paid. No return will be granted for a license once issued. Companies are requested to anticipate their requirements monthly or quarterly in advance.

Commissioner Kidd of Indiana is now circularizing all companies in his state asking whether they would prefer to send the check for the agent's license

fee when the application is submitted or whether they would prefer keeping an account of licenses issued and send the Indiana department a check covering fees on the first day of each month. If the demand for the change appears to be general, Commissioner Kidd says that changes in the licensing department will be made to accommodate the companies.

At the mid-year meeting of the National Convention of Insurance Commissioners in Chicago, Commissioner Dunham of Connecticut suggested that companies be billed monthly for agents' license fees instead of being required to make out checks for individual licenses in view of the new tax on checks.

Dr. Geiringer and Reiley on Claim Association Program

Dr. Arthur Geiringer, associate medical director of the Equitable Life of New York, and Austin D. Reiley, supervisor of risks in charge of the home office underwriting department of the Mutual Life of New York, will be among the speakers at the annual convention of the International Claim Association at White Sulphur Springs, W. Va., Sept. 12-14. "Scientific Medical

Investigation of Difficult Claims," will be Dr. Geiringer's topic, while Mr. Reiley will speak on "The Underwriter and the Claim Adjuster." Robert K. Metcalf, manager of the claim department of the Connecticut General Life, will give a special report as chairman of the committee on attending physicians' claim statements. This subject was discussed at the last meeting of the claim association and Mr. Metcalf was directed to investigate and report at the annual convention.

Committee on Valuations for 1932 Statements Named

Superintendent Van Schaick of New York, as chairman of the valuation committee of the National Convention of Insurance Commissioners, has named the members of the sub-committee on valuations of securities which will consider values to be used in the next annual statements. The members are Commissioner Dunham of Connecticut, Commissioner Brown of Massachusetts, Superintendent Hanson of Illinois and Deputy Commissioner Gough of New Jersey. The committee is meeting this week in New York.

STABLE



firmly established

Continental, founded in 1897, has stood impregnable against the many financial and economic disturbances which have swept the country.

It has grown steadily, becoming one of the foremost multiple line insurance organizations now operating. It is stable, firmly rooted, and its DURABILITY is unquestioned.

In view of past and present business conditions, the value of a Continental connection is obvious.



CONTINENTAL CASUALTY ASSURANCE COMPANIES

CHICAGO ILLINOIS

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; W. A. SCANLON, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers

C. M. CARTWRIGHT, Managing Editor
LEVERING CARTWRIGHT, Asst. Managing Editor
FRANK A. POST, Associate Editor
CHARLES D. SPENCER, Associate Editor
DALE R. SCHILLING, Associate Editor

PUBLICATION OFFICE, 41946 Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE, 420 E. Fourth St., Tel. Parkway 2140. RALPH E. RICHMAN, Manager
ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE
803-123 William St., Tel. Beekman 3-3958

EDITORIAL DEPT.
GEORGE A. WATSON, Associate Editor
R. B. MITCHELL, Assistant Editor

BUSINESS DEPT.
NORA VINCENT PAUL, Vice-President
W. J. SMYTH, Resident Manager
ALBERT S. CUTLER, Manager Industrial Dept.

NEW ENGLAND OFFICE—BOSTON
225-80 Federal St., Tel. Hubbard 3335
J. M. DEMPSEY, Resident Manager

DALLAS OFFICE: 905 Southwestern Life Bldg. Tel. 2-6065; R. J. McGEHEAN, Resident Manager
Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill. Under Act, March 3, 1879

Subscription Price \$3.00 a year; in Canada, \$6.50 a year. Single Copies 15 cents.
In Combination with The National Underwriter Fire and Casualty, \$5.50 a year; Canada \$10.50

Member Audit Bureau of Circulations

Of the People, For the People

MORE than ever this year the agents are talking plain life insurance and its benefits. The greatest soliciting document for agents in present conditions is the "Life Payments Number," which goes to subscribers with this issue of THE NATIONAL UNDERWRITER. In addition, many thousands of extra copies are distributed by companies to their agents.

Life insurance has stood like a rock in the depression, steadily paying out money according to contract. The payments reach huge sums. The size of the disbursements, however, is not impressive. The figures are too vast to make an impression. What is impressive is the distribution to individuals in countless numbers.

Death claims are listed by name and town. Every agent will find some nearby case probably known to his prospect. He can carry this number and show "life insurance in action." As Vice-president G. L. WILLIAMS of the UNION CENTRAL said in a talk to the LIFE PRESIDENTS ASSOCIATION, "Life insurance is not made of columns of figures. Its stuff is human life." The "Life Payments Number" shows, not millions, but billions of dollars flowing back to the people

because of their thrift in good times, and as far as death claims are concerned, the payments are individualized. Every prospect can be made to see that the money does come back, in an enormous stream that spreads over the whole country.

While there were some big death benefits in 1931, the impressive thing about the exhibit is not their amount, but their lack of importance in the total. The distribution of life insurance funds in 1931 totaled over \$3,548,000,000. There were 437 cases of \$30,000 or more, amounting to a total of \$46,453,909. Taking them all out and disregarding them entirely the effect on the grand total is scarcely visible. Ignoring all cases of \$30,000 and over, the grand total of distributions remains above \$3,500,000,000.

This is a striking demonstration that life insurance is of the people and for the people. Life insurance is the poor man's estate, his provision for his family and his own needs. The "Life Payments Number" is the great annual demonstration that the poor man relies on life insurance and that it does not fail him.

Must Make Good Day by Day

WE cannot live entirely on our past reputation. A man who has made good in days gone by should be continuously making good. A successful baseball player cannot win today's game by

those he has played in the past. A successful man always keeps in trim. He is continuously practicing. He does not allow himself to live in the past. His record for success is found day by day.

Make the Dotted Line Talk

IT HAS been well stated that the first line to feel the effect of returning prosperity will be the dotted line. That is of chief interest to salesmen of all kinds. There is nothing more encouraging to the insurance salesman than to be able

to get a signature on the dotted line and to know that the applicant will be able to pay his premiums. The men who make the dotted line talk are in demand and at no time more than today.

PERSONAL SIDE OF BUSINESS

L. A. Williams, president of the Country Life of Illinois, is scheduled to address the midwest conference of the American Farm Bureau Federation in Chicago, Aug. 3, on publicity and the insurance services of the farm bureau.

Following a meeting in Louisville last week when the Julius Barnes group assembled to elect directors for the newly formed Kentucky Home Life, some of the main factors flew to St. Louis where Mr. Barnes was guest of honor at a testimonial dinner arranged by St. Louis business interests in connection with his having assumed the post of chairman of the board of the Missouri State Life. Those who accompanied Mr. Barnes were Frank Cohen of New York; A. M. Greenfield of Philadelphia; Dale Parker of New York; H. G. Sundheim, Philadelphia. All are associated with Mr. Barnes in his insurance enterprises.

J. B. Reynolds will celebrate his 28th year as president of the Kansas City Life Aug. 1. This week representatives of the company participated in a campaign, the purpose of which was to secure an application from every agent to present to President Reynolds on his anniversary morning.

Edward D. Duffield, president of the Prudential, is a member of the committee headed by J. P. Morgan, which will act to assist the noteholders of the Rapid Transit Company of New York City.

En route to the Shriners convention at Los Angeles, E. Lee Trinkle, executive vice-president of the Shenandoah Life and former governor of Virginia, was summoned back home by news of a serious accident to Mrs. Trinkle. In a fall from a horse, she suffered two pelvic fractures, the fracture of a collar bone and a broken bone over the right eye, in addition to other head injuries.

Andrew Gump, Detroit life insurance counsellor and one of the leading producers of the Detroit branch of the Sun Life, was married to Mrs. Ruth Koppin recently.

In honor of his tenth anniversary as manager of the New Jersey agency of the Lincoln National Life, Howard C. Lawrence was tendered a dinner last week by his agency and office staff. He was presented with a handsome traveling bag.

Hall S. Crain, agency director of the American Life of Birmingham, was presented with a silver pitcher engraved in appreciation of his services by his company on his 70th birthday.

Meldrum Gray, Sr., Columbus, O., representing the Northwestern National Life, was seriously hurt a few days ago in an automobile accident in Mexico. He lost control of his car on a gravel road.

Ray Hodges, general agent in Cincinnati for the Ohio National Life, who will be chairman of one of the group sessions at the managers' and general agents' meeting in connection with the convention of the National Association of Life Underwriters at San Francisco, started in the insurance business in 1922 with the Missouri State Life as special agent. He advanced to assistant manager and then had charge of the office in 1926. In 1927 he joined the Ohio National Life as manager and home office general agent. There was no agency in existence then and Mr. Hodges built the agency to a million and a half in three years, with a continuous growth since then. He was awarded the Chartered Life Underwriters' designation in 1929

and was a member of the board of the national chapter, Chartered Life Underwriters, in 1931. He was president of the Cincinnati General Agents' and Managers' Round Table for the term 1930-31 and president of the Cincinnati Life Underwriters Association for the term 1931-32. He was president of the Ohio National agency organization for the year 1930-31.

Henry L. Garic, New Orleans general agent of the Massachusetts Mutual Life, was struck by lightning during a thunderstorm while playing golf with four other companions. The more serious injuries of Mr. Garic were attributed to the fact that he held a steel-shafted golf club in his hand as he leaned against the tree. Mr. Garic suffered from shock, burns on the chest and a badly lacerated right thumb. Efforts are being made by physicians to avoid amputation of the thumb.

The condition of E. N. Strong, Oregon manager for the National Life, who is ill at a Portland hospital, was described as "entirely satisfactory." Mr. Strong suffered a cerebral embolism.

Winslow F. Smith, district manager of the Equitable Life in Salt Lake City, is being prominently mentioned as a candidate for the Republican nomination for governor of Utah.

That the "depression" has been as great, if not a greater occasion for showing the merits, values and services of life insurance, as any since the "flu" epidemic of world war days, and the war itself, was the striking point of an address by George A. Boissard, president of the National Guardian Life, closing the three-day institute held by the Wisconsin state agency in Madison under direction of Franklin Van Sant. He pointed out that when all other sources failed, those who were protected by life insurance could be and were promptly provided with money from policy loans.

T. J. Houston, well known Chicago insurance adjuster, is being featured in San Francisco this week where the Shrine has gathered in its annual convocation. Mr. Houston is imperial potentate and therefore the head of the order. He and Mrs. Houston arrived in San Francisco last week and were the guests of honor at a number of receptions and other festivities. Mr. Houston has been prominent in the Shrine movement starting at the bottom of the line and moving up to the highest post. He is a former Illinois insurance superintendent.

Joseph Linder, who has been working on special assignments for the Merchants Mutual Casualty of Buffalo as assistant vice-president and actuary, has joined the actuarial firm of S. H. & Lee J. Wolfe of New York City. He was formerly associated with the New York actuarial firm of Woodward, Fondiller & Ryan.

James A. Rodman, head of the American Thrift Assurance of Omaha, has been called to Hot Springs by a telegram that his 11-year-old son is seriously ill in a hospital suffering from accidental gunshot wounds received while in camp in the Black Hills.

Dr. A. R. Stone, formerly of St. Louis, who became medical director of the Midland Mutual of Columbus, O., the first of the year, has been elected a member of the board.

E. O. Ayres, first vice-president of the Metropolitan Life, who has just completed 40 years of service, was the principal speaker at the sales conference of more than 100 agents and branch executives at Omaha.

LIFE AGENCY CHANGES

Blakeslee Forms New Agency

Joins with E. J. Brady and W. J. Sullivan to Represent Continental Assurance in Cleveland

The H. C. Blakeslee Co. agency has been incorporated, with quarters on the third floor of the East Ohio Gas building, Cleveland, to represent the Continental Assurance of Chicago in the downtown section of Cleveland for life, non-cancellable disability, accident and health insurance.

The principal factors in the new agency are Harold C. Blakeslee, former branch manager of the Missouri State Life in Cleveland for five years; Edward J. Brady of Hartford and Walter J. Sullivan, formerly of St. Louis. Messrs. Brady and Sullivan were formerly associated with Mr. Blakeslee in the management of the Missouri State Life office and all have been in the life insurance business for more than ten years. Mr. Sullivan was with the Metropolitan Life for seven years and Mr. Brady was with the Lincoln National and the Travelers for several years.

W. P. Leonard

The Continental Life of St. Louis has appointed W. P. Leonard general agent at Shreveport, La. His offices are at 207 First National Bank building.

Robert E. Harrison

R. E. Harrison, who joined the home office agency of the Union Central Life last August as director of publicity, has been made assistant manager of the agency. Before going with the agency, Mr. Harrison was with the automobile agency which sold Franklin automobiles.

In this work he had acted as sales manager and also had been in charge of advertising. Mr. Harrison is a graduate of the University of Virginia, and a member of the Kentucky bar.

Harry J. Goldfried

Harry J. Goldfried, who has been for three years St. Louis general agent for the Bank Savings Life of Topeka, has just opened a general agency in Chicago for the Pyramid Life of Kansas City, Mo. Offices are in the One La Salle street building. Mr. Goldfried was with the Metropolitan Life for about three years before becoming associated with the Bank Savings Life.

The assistant manager of the agency is Edward R. Deming of Chicago, who has been an agent for the Western & Southern Life for one year.

Although the Pyramid Life has been licensed in Illinois for some time, it has not until now taken steps to develop the Chicago territory.

C. J. Carlson, A. C. Dean

Carl J. Carlson has been named general agent for the Bankers Life of Nebraska at Watertown, S. D. He has been a special agent with the Paul S. Coble agency.

A. C. Dean, formerly with the Penn Mutual Life, has become general agent for Marshalltown, Ia., and tributary territory.

Opens South Bend Agency

Eugene Miller, who was president of the American Trust Company of South Bend, Ind., has opened a general agency office for the United Mutual Life of Indianapolis with Geo. R. Schulte of Niles, Mich., who has been a company representative for some time. G. M. Stephen-

1907--1932

This Is Protective Life's Silver Anniversary

We are celebrating with a new rate book (issued March 1st) which features both protection and investment policies in keeping with the times. All the standard policies plus such forms as the Optional Term to 65, Endowment Annuity, Investment Income Bond; Single Premium Life, and Endowments and Annuities.

The 1932 selling program for Protective Life Agents stresses prospecting. Since it was inaugurated, 20% to 50% of their prospects have become policyholders.

Operating in Alabama, Mississippi, Texas, Tennessee, Florida, Louisiana, and North Carolina.



AGAIN RATED "EXCELLENT"

Of the 321 Life Insurance Companies rated by Best's—118 were listed as "A"—(Excellent) as result of 1931 activities. Just 35%. The B. M. A. is one of the five youngest companies to receive the "A" rating.

Buffalo Mutual (N. Y.)	4	1,181,371	2	52	..	3	11	13	3	118,059	934,431	4.96	n199	n289	n416	1937
Builders (Ill.)	12	188,817	55	10	..	4	17	20	1	113,375	45,900	4.96	n199	n289	n416	1933
Business Men's (Mo.)	22	8,651,637	42	23	..	6	17	4	2	500,000	607,411	4.46	n200	n292	n423	
Calif. Western States (Cal.)	22	41,518,783	35	19	..	26	12	2	1	1,750,000	37,654,324	4.48	n199	n274	n424	
Canada (Ont.)	85	204,394,009	28	38	8	18	6	1,000,000	3,136,787	4.68	A212	A292	A413	

The B. M. A. has only been in the Life field since 1920. It is gratifying to be included in the group of 35% of the leading life companies receiving this highest rating "Excellent." We attribute this success to:

EFFICIENT MANAGEMENT GUARANTEED LOW COST PLAN
COMPLETE SERVICE
(Life—Accident—Health)

BUSINESS MEN'S ASSURANCE COMPANY

Kansas City, Missouri
W. T. Grant, President

Massachusetts Mutual Life

a synonym for

Quality and Excellence

in

Life Insurance



MASSACHUSETTS MUTUAL LIFE

INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851

Back

of the Guaranty Life is Found

The impregnable Legal Reserve System
A strong financial foundation
The well seasoned Iowa insurance laws
Discriminately selected investments
A representative Board of Directors
An experienced Home Office management
Modern and liberal policy contracts
Officials who know the problems
An enthusiastic and hard working agency force

These constitute the very elements of permanency and progressive development. Tie to a company that is growing.

Desirable agency connections available in

Iowa Colorado
Minnesota Ohio

Lee J. Dougherty, President

Guaranty Life Insurance Co.

Davenport, Iowa

son, formerly of the Stephenson Underwear Mills, will act as superintendent of agents.

W. J. McGee

The Franklin Life has appointed W. J. McGee as supervisor of its agency organization in Oklahoma and Texas. At the time of his appointment Mr. McGee was Franklin Life general agent at Sherman, Tex., and vice-president of the Quarter Million Club.

He joined the Franklin Life in February, 1927, at Houston, Mo. In August, 1928, he was transferred to Sherman, Tex., and is now president of the Sherman Rotary Club.

H. C. Flint, J. S. Dickerson

The Ohio State Life has appointed H. C. Flint as general agent at Paducah, Ky., and Joseph S. Dickerson at Fort Wayne, Ind. Mr. Flint formerly was with the Union Central and Minnesota Mutual and Mr. Dickerson was with the Prudential.

Life Agency Notes

New managerial appointments of the Western & Southern Life are: E. A. King, Detroit South; C. S. Brockell, Cincinnati East; H. W. Staab, Shelbyville, Ind.

Fred H. Schroeder has been named as Oregon district manager for the Northern Life. He was formerly with the Equitable Life and the Continental Assurance.

F. C. Brawley of Cincinnati has been appointed manager of the Hammond, Ind., district office of the Western & Southern Life, succeeding J. DeMoss, who has been transferred to the Chicago, Lakeview district.

A. E. Thomas, who has been assistant superintendent in the St. Catherine's, Ont., district of the Prudential, has been promoted to be superintendent in Toronto No. 1 district. He has been with the company for 11 years.

NEWS OF THE COMPANIES

Yeoman Mutual Is Examined

Convention Report, Just Released, Shows Company in Strong Financial Position

DES MOINES, July 28.—A strong financial position is shown by the Yeomen Mutual Life, in the report, released this week, of a convention examination as of April 30, 1932, by the Iowa, Nebraska, Indiana, Wyoming, Oklahoma, California, Illinois and Wisconsin departments.

The report shows total assets \$25,559,688, including the Yeomen City of Childhood at Elgin, Ill., valued at \$1,333,248. Total insurance in force as of April 30 was \$141,857,315. Total income for the first quarter was \$2,144,360 and total disbursements for the same period \$1,702,000. Of the total ledger assets, real estate (book value), less \$420,624 incumbrances, amounted to \$2,671,597. Book value of bonds was \$14,987,516.

Yeomen rates have been on a legal reserve status for several years, but the company officially changed over from the Brotherhood of American Yeomen, a fraternal, to the Yeomen Mutual Life earlier this year. As a fraternal it was operating in practically all the states as well as the Canadian provinces.

The company has already qualified as a legal reserve mutual in about 20 states and will enter others as the program of expansion warrants. All of the district managers were at the home office last week to confer on underwriting plans. With a reallocation of territory effective in some sections, the company is now engaged in active underwriting on the new basis. Complete details of the agency plan have not been announced, but will be worked out possibly by Sept. 1.

Supervision of the company is in the hands of President A. H. Hoffman, assisted by Secretary George H. Wall and other officers and directors.

In order to continue the existence of Yeomen City of Childhood at Elgin, officers of the company plan to ask the next Iowa legislature to authorize its continuation by special act, since the Iowa laws at the present time do not provide for such a project under the management of a legal reserve company.

Increased Sales Are Noted

The Connecticut Mutual Life reports that more than one-half, or 31, of its agencies have registered thus far this year an increase in paid-for business, as compared with the corresponding period last year. Some of these increases are quite substantial, touching as high as 100 percent or more.

Assets at Mid-Year Listed

Capital and Surplus Figures Are Also Reported by Some Companies at End of Six Months

The American Reserve Life of Omaha reports assets as of June 30, 1932, to be \$1,110,096; capital and surplus amounts to \$208,912. The Colorado Life shows assets, \$2,419,334, and capital and surplus, \$469,433. The Continental Life of St. Louis reports assets \$17,464,698 and capital and surplus, \$1,171,922.

The Imperial Life of Canada reports assets, \$67,000,000. The Manufacturers of Canada has \$118,048,512 of assets. The Massachusetts Protective has \$3,594,007 assets.

The Reliance Life of Pittsburgh shows assets, \$76,940,211, and capital and surplus, \$5,792,334; the Reserve Loan Life of Indianapolis has assets, \$12,026,661, and capital and surplus, \$883,752. The Volunteer State Life has assets, \$24,260,983 and capital and surplus, \$1,705,256. The Wisconsin National of Oshkosh shows assets, \$7,128,734, and capital and surplus, \$1,065,973.

The Great Southern Life of Houston reports \$44,410,537 assets and capital and surplus \$4,797,268.

Clamps Down on the Company

New York Department Rules on Hamburg American Owing to Security Life Holdings

Inasmuch as the Hamburg-American was unable to comply with the insistence of the New York department that it secure the refund of \$400,057 paid for 28,669 shares of stock of the Security Life of America, with executive office in Chicago, the department directed the fire company to "cancel all outstanding reinsurance treaties as soon as this may be properly done; to cease writing any further business and liquidate its insurance obligations." It is further ordered that it agree not to commence writing until the ruling heretofore made to rescind the criticised action is accomplished; likewise that the plan to reduce its capital be abandoned.

"These restrictions," the department notifies, "are imposed upon the company continuing for one year, after which time the company will be liquidated by the superintendent unless the rescinding of the transaction is sooner accomplished and it will be understood that the superintendent will determine whether the transaction has been rescinded to his satisfaction."

At a special meeting of the board of

the Hamburg-American a series of resolutions was adopted assenting fully to each and all of the requirements of the department, and empowering the officers to take whatever action be necessary to make them effective. Since its organization in 1925, \$1,859,000 was contributed to the surplus, the most recent addition, \$500,000, having been paid in last year. The shares of the Security Life were purchased last January from the New York Hamburg Corporation controlling stockholder of the Hamburg-America, a transaction "that should never have been consummated in view of the interlocking character of the board of directors of the two Hamburg institutions," the department states. The Hamburg-American is a fire reinsurance company.

Lutheran Brotherhood's Gain

The Lutheran Brotherhood of Minneapolis reports a gain of 5 percent in

business for the first six months. Although the company is only 14 years old it has considerably over \$40,000,000 in force.

O. J. Classon Resigns

O. J. Classon has resigned as agency superintendent for the Old Republic Credit Life of Chicago, a position he held for a few months. Formerly he was Chicago manager for the Bankers Reserve Life of Omaha and before that he was with the Penn Mutual in Buffalo and Milwaukee.

New South Dakota Company

Articles of incorporation have been filed for the State Benefit Life Association, with headquarters at Huron, S. D. The incorporators are G. W. Wright, G. A. Townsend, I. A. Churchill and Dr. J. C. Shirley, all of Huron, and J. J. Pruitt, Faulkton.

PACIFIC COAST AND MOUNTAIN

New Los Angeles Firm Opens

Hays, Hudson & Bradstreet Are Appointed Head of Second Agency by New England Mutual

A second general agency in Los Angeles is opened by the New England Mutual Life in charge of Hays, Hudson & Bradstreet with headquarters in the Edwards & Wildey building. The partners are five individuals, all trained insurance men, previously connected with the Mutual Life of New York.

Rolla R. Hays is the senior member. In 1921 he established the Hays Agency at Santa Ana, and prior to that was for many years a representative of the New England Mutual in Kentucky.

C. W. Hudson, who entered the business in 1922, as district superintendent at Long Beach, will be in charge of the Harbor district, with offices at 1116 Pacific-Southwest building, Long Beach.

R. H. Bradstreet since 1925 has been district manager in Los Angeles. W. E. Hays entered the Hays Agency at Santa Ana in 1926. R. R. Hays, Jr., entered the same agency in 1926. He will have charge of the Orange county office at 221 North Broadway, Santa Ana.

R. R. Hays, R. H. Bradstreet and W. E. Hays will have charge of the Los Angeles office.

This agency makes the fifth that the New England Mutual has on the Pacific Coast, three being in California. It will cooperate with and supplement the work of the long-established agency in Los Angeles, under the direction of A. E. Payton, who was appointed ten years ago.

Plan Pre-Convention Rally

A "pre-convention rally" of life underwriters in the Oakland territory is to be held Aug. 3 by the East Bay Association of Life Underwriters. T. A. Cox, president, states that the gathering will be for the purpose of stimulating interest in the coming national convention.

Confer on National Convention

A round table meeting of the General Agents & Managers Association of San Francisco was held Tuesday to discuss the coming National Association of Life Underwriters' convention. Oscar C. LeBart, general agent New England Mutual Life, president of the association, presided.

Huebner Speaks in Seattle

Dr. S. S. Huebner, dean of the American College of Life Underwriters, will speak in Seattle Aug. 10 on "Advanced Educational Program for Life Underwriters."

Department Issues Warning

California Official Points Out the Danger of Dealing with Unlicensed Companies

SAN FRANCISCO, July 28.—In a warning issued to citizens of California S. H. Beckett, deputy insurance commissioner, points out the danger of transacting business with unauthorized companies, criticizing those attempting to sell California business by radio, mail and other advertising means without being licensed to operate in the state.

"In many cases the name of the unlicensed company is sufficiently similar to that of the successful company regularly licensed thus causing confusion in the minds of the insuring public," he said, pointing out the fact that the policyholder of an unauthorized or unlicensed company has no standing in the state in the event of controversy, misunderstanding or contest over a claim or other phase of coverage. These companies he says "should not be patronized by citizens of this state."

Seattle Managers End Season

SEATTLE, July 28.—The Life Insurance Managers Association closed its season with an outing and golf tournament at the Inglewood Golf Club.

In the past year the association has increased from 37 to 52 members, representing practically every agency in Seattle. J. P. Mulder, Mutual Life of New York, was elected president; Jack Hazlett, vice-president, and Paul R. Green, secretary-treasurer.

Golf Tournament Winners

Colin M. Heron of the California-Western States Life at San Jose won the low gross trophy in the golf tournament of the San Francisco Life Underwriters Association and San Francisco General Agents & Managers Association. W. J. Whelan, Aetna Life, had second low gross; G. W. Nickel, Metropolitan Life, low net.

Murderer Can Not Collect

TRENTON, July 28.—The New Jersey supreme court holds that a murderer cannot collect insurance on the life of the victim he murdered. Howard Swavely, who murdered his wife, brought suit against the Prudential to recover the proceeds of a \$5,000 policy. The supreme court ruled that if the surviving party of a joint policy, made payable to the survivor, cannot take the principal, "the contract is necessarily at an end." Swavely as a murderer cannot collect.

This striking advertisement appeared in the July 9 issue of The Saturday Evening Post and in the July issue of The American Magazine.

THROUGH aggressive national advertising in leading magazines and over the Columbia network, The Union Central delivers a powerful message to millions of readers and listeners each month!

This dramatic campaign reaches one out of every three families that need and are best able to buy life insurance!

An entirely new method of presentation—as unique as the advertising itself—enables Union Central representatives to cash in to the fullest extent on this national publicity.

THE UNION CENTRAL LIFE INSURANCE COMPANY

OF CINCINNATI

Over One and One-Half Billions in Force

Our Agency Turnover Is Low

We appreciate the fact that men seeking an agency contract are careful and discriminating. As proof of our service to agents and policyholders we can refer to satisfied agents who have been with us many years.

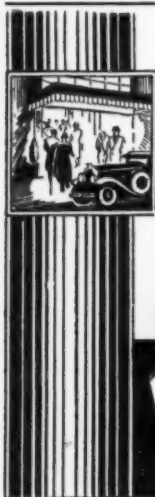
Non-forfeitable renewal contracts.

THE WISCONSIN LIFE INSURANCE COMPANY

Madison, Wisconsin



If your territory is open we shall be glad to mail you, upon request, a copy of the contract and the details of an unusually attractive agency offer.



Again the White Spot
of the Pacific Coast

HOTEL ALEXANDRIA

700 ROOMS. NEW LOW RATES

WITH BATH FROM \$2.50 WITHOUT BATH FROM \$1.50

CORNER FIFTH & SPRING STS.

LOS ANGELES

Rockford Life Has a Message for You

President F. L. Brown
Rockford Life Insurance Co., Rockford, Ill.

Dear Sir: SEND ME THE MESSAGE

It Concerns
General Agencies

Name

Address

City State

AS SEEN FROM NEW YORK

By R. B. MITCHELL

BARNES' NEW YORK OFFICE

Julius H. Barnes, who has become a prominent figure in insurance so far as financial affairs are concerned, spends most of his time at his New York office, 42 Broadway. He has become chairman of the board of the Missouri State Life and was one of the chief organizers of the new Lloyds Insurance Company. He and his backers have their eyes set on other companies.

* * *

MULLIGAN NAMED CHAIRMAN

Frank J. Mulligan has been elected chairman of the executive committee of the Life Underwriters Association of the City of New York. He was at one time editor of the Life Association Bulletin, chairman of the membership committee, and last year was third vice-president.

* * *

OUTLOOK MORE ENCOURAGING

Life agents in contact with prominent business men find the present outlook far more encouraging than it has been at any time since the depression began to be taken seriously. Employees in the more moderate-salaried groups are still in about the same frame of mind as earlier in the year, cynical about signs of improvement and so concerned over the possibility of losing their jobs that it is still very difficult to get them to make any additional outlay in the way of life insurance.

The "big shots" of the business world, however, are much more cheerful about prospects and, what is more to the point, they are not only hoping for a recovery in the fall but are getting their organizations ready to participate actively in it. An employment agency specializing in placing high-salaried executives has had requests from a num-

ber of large corporations for younger men of ability to fill important key positions.

Many believe that the banks have reached the point where they must start lending again, that the risks they must assume by so doing are no worse and perhaps a great deal better than the certainty of lack of profits that is bound to result from continued inactivity. "Nothing venture, nothing have" will displace the present attitude of "better safe than sorry," business leaders hope.

The continued pessimistic attitude of those not so near too, however, has its silver lining for life underwriters. These prospects are so sure of their alibi, "no money to put into life insurance" that they are quite approachable and willing to spend considerable time talking about their insurance situation. Agents regard these contacts as valuable for the future and it is believed that missionary work of this type will repay itself many times over when conditions begin to improve.

* * *

RAILROAD BONDS

The action of the Interstate Commerce Commission on the four-trunk-line system between New York and Chicago had some effect on the bonds of the roads involved, sending up prices from 1 to 5 points. The commission's action is of relatively slight concern as far as life company investments in railroad bonds are concerned. Final completion of mergers may take years, and each step must be approved by the commission.

The interest of the life companies in railroad securities is much more immediate, as well as being more extensive than the limited number of roads involved in the four line system.

AS SEEN FROM CHICAGO

MIX VISITS WRENN AGENCY

Donald G. Mix, head of the conservation department at the head office of the State Mutual of Worcester, was in Chicago for about ten days, visiting the Everts Wrenn agency of his company.

* * *

SMALL POLICIES WRITTEN

Almost all general agencies report an increasing number of small policies. It is found that people of moderate income are very much insurance-minded and they buy what they can. Policies of \$5,000 and less are the rule. Companies are panicky on large applications. A number of agencies report for the first six months more applications written than the first six months of last year but considerably less insurance. New agents coming into the field are going after people that can buy small amounts and are making many calls. They are working on the law of average, realizing that if they make sufficient calls they will get applications.

* * *

FILES PETITION FOR REHEARING

Attorney General Carlstrom of Illinois has filed a petition for rehearing in People ex rel Lowe et al. vs. Marquette National Fire, in which it was held that the attorney general must represent the liquidator or receiver of an insurance company and that private counsel could not be employed. Mr. Carlstrom takes the position that the interest of the state in protecting its citizens ceases after a court has ordered liquidation and that thereafter the entire liquidation is under the supervision and direction of the court for the protection of the financial interests of creditors and claimants. Counsel fees in connection with liquidation proceedings should be paid out of the assets of a company in liquidation,

he said, and not by the taxpayers of the state. He said that if the attorney general is to be required to represent the liquidators in all cases arising under the insurance act, his time and that of his assistants will be largely devoted to certain litigation in which the state has no financial interest whatever. He pointed out that the liquidation act of 1925 does not provide that the attorney general shall perform any legal services of the kind performed by private counsel in a case of this character.

* * *

CHICAGO COMMITTEES NAMED

President John R. Hastie of the Chicago Association of Life Underwriters announces that A. E. Patterson, Penn Mutual, has been appointed chairman of the finance committee; E. B. Thurman, New England Mutual, speakers; P. G. Dallwig, Union Central, editor "Life Values"; Roy L. Davis, Union Central, educational; N. H. Bokum, Massachusetts Mutual, legislation; Walt Tower, executive secretary, better business practice; John Murrell, Equitable of New York, publicity for National association convention 1933. Mr. Hastie takes the chairmanship of the life trust round table.

Union Central Missouri Meeting

The Union Central Life's Kansas City agency under Judd C. Benson held a two-day meeting at the Lake of the Ozarks. George L. Williams, vice-president; Charles Helle, supervisor of applications, and Frank M. Sec, general agent at St. Louis, attended.

Mary Josephine Runnels, daughter of E. S. Runnels, auditor and director of the Western & Southern Life, will be married in Cincinnati Aug. 18 to C. J. Baccioleco of that city.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Family Income Rider Issued

State Mutual Has Three Plans—Premium Payments Stop 5 Years Before End of Term

The State Mutual Life is now issuing a family income rider, which can be added to policies written on the life or endowment plan that have been in force one or more years. The rider is added as of the nearest policy anniversary and the income period runs from that date.

Under the rider, the cash, paid up and extended insurance values of the original policy are not affected. This is done by having the extra premium payable over a shorter number of years than covered by the income benefit. Where the rider is on the 20-year basis the premium runs for 15 years. On the 15-year plan the premium runs for 10 years and on the 10-year plan for only 5 years.

The beneficial interests of the policy, whether regular or rider, must run to heirs only, that is, to the wife, children, parents, brother or sister.

First Policy Not Affected

The insured on any anniversary may discontinue the family income rider without affecting the original policy.

Because the rider does not carry a premium loaded to provide for the expense of medical examination and inspection fees, a \$5 charge is made to the policyholder unless new insurance is issued and paid for concurrently with the application for the rider.

The State Mutual declares there is no particular advantage to the insured, agent or company where the family income policy or rider is used in lieu of the purchase of a larger volume of insurance on some other plan. The insured has decreasing term insurance, the company has a larger amount of risk for a relatively small premium income and the agent by improper use of the family income idea may have a policy holder whose mind is closed to the suggestion of additional insurance.

Using Its Advantages

The family income plan should not result in the sale of insurance carrying a smaller total premium. Its advantages, the State Mutual says, should be used to make people save more through insurance. By using the family income plan a program may be arranged which will give the complete and adequate protection which the insured needs even though the immediate sacrifice required is large. It is often easier, according to the State Mutual, to sell the idea of a \$500 annual premium deposit, which does a good job in completing the program, than to sell a \$200 premium on the vague idea that life insurance is a good thing. Illustrative rates are:

Age	20 Yr. Plan	15 Yr. Plan	10 Yr. Plan
25	\$27.35	\$23.05	\$20.05
30	29.10	24.20	21.00
35	32.15	25.80	21.80
40	38.90	29.95	24.30
45	51.60	38.45	30.05
50	72.85	53.10	40.35
55		76.80	57.40
			84.00

Standard Life

The Standard Life of Jackson, Miss., has modified its disability clause providing for a monthly income of \$7.50 instead of \$10, and limiting the company's liability to \$1,000 for every \$1,000 of insurance upon which the disability clause attaches. There is a six months exclusion period in the clause.

Pan-American Life Policies

Retirement Income Forms Have Been Put Out in "Life Income Bond" Series

Two new retirement income policy forms have been put out by the Pan-American Life. Both are of the company's "life income bond" series, providing continuous income to the insured in units of \$10.09 monthly following maturity, with the income guaranteed for ten years.

The first of the new contracts is termed the Pan-American "economic endowment at age 65, life income bond"—to all intents and purposes a standard endowment at age 65 providing continuous income from maturity but with greatly reduced premium deposits during the first two years. Optional settlements at maturity per \$1,000 unit are: (1) cash, \$1,269; (2) life income of \$10.09 monthly, ten years guaranteed; (3) paid up life policy of \$1,000 and \$580.80 cash.

Flat rates on the new economic policy are:

Age	First Two Years	Thereafter
25	\$12.48	\$22.27
30	14.24	27.03
35	16.70	33.72
40	20.21	43.42
45	25.81	58.94

The second of the new contracts is a standard endowment at age 55 "life income bond," also providing continuous income from maturity. With issuance of this policy the Pan-American now offers standard endowments maturing at 55, 60 and 65, each policy providing for continuous retirement incomes.

Optional settlements under the new endowment at 55, per unit of \$1,000, are: (1) Cash, \$1,590; (2) life income of \$10.09 monthly, guaranteed for ten years; (3) paid-up life policy of \$1,000 and cash, \$1,000.

Flat rates on this policy are as follows:

Age	Rate	Age	Rate
20	\$28.77	35	\$61.28
25	35.75	40	87.53
30	45.89		

Either of the new contracts may be issued with waiver of premium disability benefits or with the Pan-American rehabilitation disability clause providing \$10 per month per \$1,000 for a maximum of 75 months in the event of disability and double indemnity benefits may also be added. Both contracts are on the continuous premium basis.

Great Republic Life

The Great Republic Life has changed its non-medical age limit to include various forms of juvenile policies. Applications on the non-medical basis are now acceptable for any age up to 45. In conformity with this action a new juvenile application form has been prepared, including non-medical questions on the child and also the beneficiary where the waiver of premium benefit is desired. The blank also makes provision for a short medical on the child and also the beneficiary, if necessary, on cases under \$5,000, but falling outside the company's non-medical limits.

Provident Life & Accident

The Provident Life & Accident announces that applications for life insurance will be accepted on a monthly premium basis. The plan will be available under all Provident policy forms, with the limitation that no monthly premium will be accepted for less than \$10.

The Provident has modified its occupational rating so that non-commissioned officers in the army are now accepted at standard rates, without double indemnity and disability benefits, except in the case of sergeants, who can be quoted these benefits at double the regular rate. The new modification does not



SOMETHING NEW THAT IS NEW IN LIFE INSURANCE

A Dollar's worth for every Dollar paid regardless of kind of policy purchased

A \$1,000.00 Endowment Policy, any age at issue, guarantees \$1,961.54 plus Dividends in event policy becomes a claim the year it matures.

Our Twenty Payment most remarkable policy of all—too much to write about in this advertisement.

We have Ordinary with and without Cash accumulation. Without cash value it furnishes Pure Protection Life insurance at non-participating rates but on a participating basis—it is estimated dividends will amount to 50% within a few years, based on actual experience past five years.

Juvenile Policies—Ordinary, Twenty Payment and Endowment from birth, with all the fine features of our Adult Policies.

Many other forms of Policies equally attractive.

Operating in Illinois, Michigan, Indiana and Missouri

INTERSTATE RESERVE LIFE INSURANCE COMPANY

Mutual Legal Reserve Life Insurance

Ten East Pearson Street : : : Chicago

"SERVICE OF THE HIGHEST TYPE"

POLICIES WITHOUT A SUPERIOR: With over 100,000 Western Families owning policies in this Company, no better evidence could be offered that Western men and women appreciate the complete protection our policies afford for family, business and old age.

FOR AGENTS: Liberal contracts with life income provision, under District Manager System and Superior Home Office Service.

CALIFORNIA-WESTERN STATES LIFE
Home Office : : : Sacramento

1851

1932

Co-operation - Sincerity - Service

Our Motto for Over 80 Years

Ask Any Berkshire Agent

BERKSHIRE LIFE INSURANCE CO.

Incorporated 1851

PITTSFIELD, MASSACHUSETTS

UNUSUALLY ATTRACTIVE DIRECT HOME OFFICE CONTRACT

In Unassigned Territory

GREAT REPUBLIC LIFE INSURANCE CO.

T. J. McComb, President

1300 Great Republic Life Building, Los Angeles, California

PRACTICAL SALES HELPS...

The only company which deposits full legal reserve on life policies with the State of Illinois.

PARTICIPATING NON-PARTICIPATING

A complete line of ACCIDENT & HEALTH policies.

COMPLETE COVERAGE COMBINATION POLICY. (Life and Accident & Health in one contract).

An ORGANIZED SALES PLAN which gets results.

ABRAHAM LINCOLN Life Insurance Company

H. B. Hill, President

NU

Policies That Keep Abreast of the Times

To the life man who desires to serve his clients with the proper sort of disability coverage, the line issued by this Company will be found to be completely satisfactory.

He will find Accident and Health contracts as satisfactory to him as his own life policies. We offer life agents a substantial addition to their income. Send in the coupon for full information.

MAIL COUPON

**INTER-OCEAN CASUALTY
COMPANY**
Executive Office
CINCINNATI-OHIO

Inter-Ocean Casualty Co.,
12th Floor American Bldg., Cincinnati, Ohio.

Please send me information regarding your accident and health policies.

NAME
STREET
CITY N. Y.

include non-commissioned officers in aviation service whose duties include flying. The rating on private soldiers has also been reduced from \$5 to \$2.50 per \$1,000, without double indemnity or disability benefits.

Country Life

The Country Life of Illinois has issued a term to age 65 participating policy, which pays dividends annually beginning at the end of the second year, contingent upon the payment of the third

premium. It is convertible to any other standard form at any time while the policy is in full force and carries full face protection to age 65 if not converted.

Rates at representative ages are: Age 20, \$10.30; age 25, \$11.09; age 30, \$12.09; age 35, \$13.39; age 40, \$15.09; age 45, \$17.60; age 50, \$21.10.

Cash and loan values at the end of the tenth year at representative ages are: Age 20, \$32; age 25, \$38; age 30, \$44; age 35, \$51; age 40, \$57; age 45, \$57; age 50, \$42.

NEWS OF LIFE ASSOCIATIONS

National Officials Speakers

Roger B. Hull and Mrs. Pritchard on Program for Meeting of Los Angeles Association

LOS ANGELES, July 28.—The Life Underwriters Association of Los Angeles held a special luncheon meeting Wednesday devoted to a discussion of "The American Family." The principal speaker was Mrs. W. S. Pritchard, director American family department National Association of Life Underwriters. Mrs. Thomas G. Winter, director of public relations of the Association of Motion Picture Producers and a past president of the General Federation of Women's Clubs, also spoke.

Roger B. Hull, managing director National association, attended the meeting, having left New York earlier than his previously arranged schedule provided, in order to be present.

Spokane—The first meeting under the administration of the new officers of the Spokane association was addressed by two Aetna Life men, N. DeNezzo, conservation manager for the Aetna, delivered a talk on "Save the Old, Sell the New Too." Clyde F. Gay, agency secretary for the Aetna Life, presented the subject "Basic Principles."

H. F. Chapin, the new president, was in charge. Arthur Ganson is the new chairman of the entertainment committee.

Plans were laid to entertain agents who pass through Spokane on the way

to or on returning from the convention of the National Association of Life Underwriters in San Francisco.

San Jose, Cal.—Headed by Ben F. Shapro, president of the San Francisco association, a group from that association put on a meeting for the San Jose chapter. More than 90 were present. N. F. Clendenen, Oakland manager Travelers, spoke on "Getting Right Down to Cases With Yourself"; R. H. ("Bill") Mouser, superintendent of agents for the Shapro agency, on "Mental Attitude," and Mr. Shapro on "Highlights of the National Convention." K. L. Brackett, John Hancock Mutual Life, past president of the San Francisco association, and J. J. Stegge, manager Lincoln National, also spoke.

Mr. Shapro urged the San Jose group, which at present operates as a chapter of the San Francisco association, to endeavor to have a sufficient number of members by the national convention in August to receive a charter direct from the National association.

Buffalo, N. Y.—Jay L. Lee, general agent Phoenix Mutual, has been elected president of the Buffalo association. Other officers are M. O. Cederquist, first vice-president; Warren B. Smith, second vice-president; F. W. Turgeon, secretary, and R. A. Scott, treasurer.

New directors are L. C. Roth, R. A. Scott, Warren B. Smith and W. Merle Smith.

Mississippi Coast—Gilbert Kennedy, Gulfport, was elected president of the Mississippi Coast association at its annual meeting at Gulfport, Miss. Other officers include Arthur A. Scaife, Bay St. Louis, vice-president; Fred Ferson, Biloxi, secretary-treasurer.

LIFE COMPANY CONVENTIONS

Guardian Life Club's Rally

Leaders in the Field Had Their Annual Gathering at Quebec Last Week

The Guardian Life Leaders Club met in Quebec last week and had as its central theme, "Present Day Prospecting." R. A. Truby of Fargo was the club president. President Carl Heye of the company reviewed the underwriting experience during the first six months. Vice-president McLain presented awards to the leaders in production and conservation. P. F. Broughton of New York City led in production with over \$3,000,000. Mr. McLain emphasized the need for efficient self management. He presided at one of the sessions at which a number of talks were made, closing with one by Agency Superintendent Frank Weidenborner.

Alexander New President

New club officers were chosen, Paul Alexander of Brooklyn being president; P. F. Broughton of New York City, first vice-president, and A. L. Beck of Buffalo, second vice-president. The vice-presidents at large are L. D. Landau, New York City; N. W. Remole, Minneapolis; T. J. Miles, Tampa, and C. H. Breton, Los Angeles.

At the banquet Vice-president McLain was toastmaster. One of the chief speakers was President Heye.

At the final session, which was given over to a discussion of prospecting,

Manager J. M. Holcombe of the Life Insurance Sales Research Bureau was a speaker.

Standard Changes Plans

The Standard Life will hold a two-day sales congress at Jackson, Miss., Aug. 5-6, instead of the convention at Biloxi previously announced. This change was made at the insistent demand of the representatives who qualified for the convention trip, because they feel that at this time inspiration and help in their work is more necessary than a good time. An interesting program has been arranged and entertainment features will also be provided.

Minnesota Mutual Texas Meeting

T. A. Phillips, president; H. J. Cummings, first vice-president and superintendent of agencies, and R. C. Lowe, manager of southern agencies, will attend the district convention of the Minnesota Mutual Life at Galveston, Aug. 8-11. Mr. Cummings will visit the David O. Johnson agency at San Antonio Aug. 6.

Massachusetts Mutual Rally

The annual meeting of the Massachusetts Mutual General Agents Association will be held at Lucerne, Que., Sept. 26-28. L. C. Witten of Cincinnati is president.

Chartered Life Underwriter books sold by The National Underwriter.

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth

COATES & HERFURTH CONSULTING ACTUARIES

114 Sansome Street 437 So. Hill Street
SAN FRANCISCO LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL CONSULTING ACTUARY

160 N. La Salle St.
Telephone State 7398
CHICAGO, ILL.

L. A. GLOVER & CO. Consulting Actuaries

128 North Wells Street, Chicago
Life Insurance Accountants
Statisticians

J. Charles Seitz, F. A. I. A. CONSULTING ACTUARY

Author "A System and Accounting for a Life Insurance Company."
Attention to
Legal Reserve, Fraternal and Assessment Business—
Pensions
228 North La Salle Street Chicago
Phone Franklin 6558

INDIANA

Haight, Davis & Haight, Inc. Consulting Actuaries

FRANK J. HAIGHT, President
Indianapolis, Omaha, Kansas City

HARRY C. MARVIN

Consulting Actuary
307 Peoples Bank Building
INDIANAPOLIS, INDIANA

MISSOURI

ALEXANDER C. GOOD Consulting Actuary

615 Trust Co. Bldg., Jefferson City,
and
800 Security Building, Kansas City

NEW YORK

MILES M. DAWSON & SON CONSULTING ACTUARIES

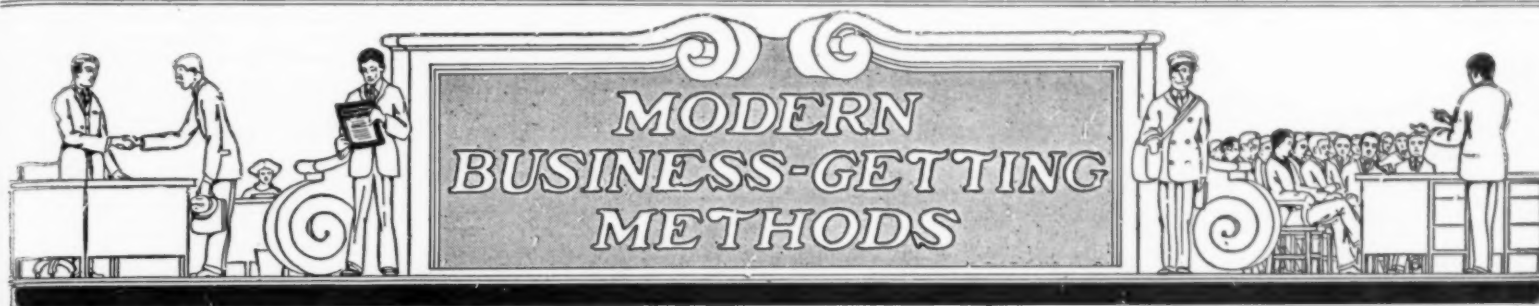
500 Fifth Avenue New York City

FOR INFORMATION ON ALL LIFE COMPANIES

Statements, Policies,
Rates, Dividends, Net
Costs, Values and General
Information

You Want The Unique Manual-Digest

Published by The National Underwriter Co.
Single Copy \$5.00



Successful Agent Today Analyzed by E. R. Young of Jackson, Mich., In Talk to Northwestern Mutual Men

Drawing freely upon the world of literature and art for illustration, E. R. Young of Jackson, Mich., analyzed the successful life agent in an address before the annual meeting of the Association of Agents of the Northwestern Mutual Life of Milwaukee.

The successful agent is not necessarily among the leading producers of his company, Mr. Young declared. "Is he loyal and true to his company," Mr. Young asked, "worthy of the trust and confidence of all who come to him for advice and counsel? Does he dare do all that may become a man? Has he learned the lesson, some times hard to learn, that his paramount duty is to produce and care for a sound and substantial business for his company? If these questions can be answered in the affirmative, we may refer to him as one who has achieved success."

Successful Agent Knows Power of Suggestion

An important factor in success is the development and pursuit of ideals, he declared. "True success is intellectual growth," he said, "a constantly broadening horizon, a life which, as the years go by, becomes dominated by the highest and noblest instincts which sway humanity. Real success can come only to those who are true to themselves. Being true to yourself means time control, unwasted days, constant striving for perfection, courage to adhere to the right because it is right and not because of policy."

The successful agent, according to Mr. Young, knows the value of sound reasoning. "He knows a false premise from a true one and he knows when a logical conclusion is drawn. He realizes that he may be forced to admit the conclusion of his prospect if he concedes his premises. He is familiar with the power of suggestion and the value of adroitness while discussing the value of insurance with his prospect. His experience has taught him that most men are like the school master in Goldsmith's 'Deserted Village,' of whom Goldsmith

wrote, 'Although vanquished, he could argue still.' Thus the agent learns to avoid unpleasant situations and to leave a favorable impression on those with whom he comes in contact."

Cold logic and sound reasoning, Mr. Young declared, are indispensable, but there still lie before the agent the limitless possibilities of word painting. "Through the emotional appeal," he said, "one can push aside confusion of ideas which obscure the real issue and allow the prospect to see clearly and distinctly the real picture of his needs. The agent who dreams dreams and sees visions, who has the ability to portray his thoughts in vivid word pictures, will leave on the walls of his prospect's memory a picture that will not fade or grow dim through the passing years."

The successful life agent of today, he

declared, must be prepared to assume responsibility far greater than was borne by the agent a score of years ago. The intricate laws of taxation, income settlement and trust agreements require a highly specialized knowledge on the part of the agent who has replaced many other advisers as one whose counsel is worth seeking.

Constant self-improvement is absolutely essential to success, according to Mr. Young. There is an inspiration to be gained in reading of success, he said.

"I have noticed in some of the literature put out by our company," Mr. Young declared, "the examples of elderly men and women resting serene and secure in their later years, apparently free from employment. Although he makes adequate provision through insurance, I fear this condition can never come to our successful agent. Years of active service can never give way to indolence and ease, bringing happiness and contentment to the man who for years has vigorously sought applications under the time control method. How fortunate it is that age is no barrier to the life agent whose heart and soul are in his work. With the skill

Preparation Needed When Stake Is Large

"If a life insurance salesman should be invited to deliver a lecture on life insurance for which he was to be paid \$100, he would work every night for a month planning what to say," declares Agency Manager F. W. Darling of the Cedar Rapids agency of the Bankers Life of Iowa. "Why," asks Mr. Darling, "will this same salesman rush off to an interview at which many times \$100 is at stake, without spending a single moment planning what he is to say?"

acquired through his halcyon years and with the vision of this age, he may be active in his profession so long as health and strength remain."

The successful life agent is a man of cheer, hope and courage, who does not allow his courage to become the bond servant of his fear.

Many Agency Prospects Among College Graduates

S. B. Love, manager at Richmond for the Mutual Life of New York, recently circularized his field men, reminding them that there were a lot of fine men graduating from colleges and universities in June who would not be able to make a living for some time in the professions they had chosen. Among these, he pointed out, would be doctors, lawyers, teachers and engineers. "Help these men make a living by selling life insurance until times improve," he said. "Some of them may decide to go into life insurance permanently. Most of our best life insurance producers were in some other business before they took up life insurance."

Smale Heads Fraternal

Henry C. Smale, superintendent of delivery in the Chicago postoffice, was elected president of the National Union, Toledo fraternal, at the session of the senate on Mackinac Island, Mich. He succeeds C. F. Wescoat.

Annuity Prospects Are Everywhere

There are many prospects for annuities, the "Agency Bulletin" of the Union Central states. There are single men and women past the normal age for marriage and facing two problems: How to save a part of income safely and to make adequate old age provision. The annuity solves both problems, giving assurance ordinarily provided only by close blood relatives.

Elderly men who suffered investment losses which wiped out (or nearly so) the accumulations of many years on which they had counted to give them comfortable life incomes are another group of good prospects. They have been stung and want safety above all else, but they have only a short time in which to accumulate sufficient funds to provide the income which they require. The large return on annuities at their advanced ages meets this requirement perfectly.

Then there are the widows whose estates have suffered the wear and tear of shrinkage and who with reduced in-

comes perhaps have been forced to move into small private hotels and rooming houses when for years they have been accustomed to their own homes. At advanced ages their investments could be liquidated, even on the present low market, and the income from the annuity purchased would be two, three or four times greater than they are getting now. The "Agency Bulletin" states one feminine annuity writer makes her contacts in the hotels and rooming houses where these women have taken refuge. Often she finds the annuity will provide sufficient income for these women to re-establish their own residences.

Finally, the Union Central points to aged couples with no children as fine annuity prospects. If they have saved money there is no longer much if any demand on it from the children, and it very properly should be used for the comfort and pleasure of the couple in their declining years. An annuity is made to order for a situation of this kind.

Compensation--

There is a reason why the institution of life insurance is triumphantly riding the waves of national financial distress. The reason lies not in good luck, not in vast profits, not in tricky manipulations. It lies in something so obvious, so axiomatic, so simple that the average mind passes over it by virtue of its very tendency to search for obscure causes.

Life insurance has survived, and will survive, because its cornerstone is scientific conservatism. Quick profits, speculation, guesswork, grasping at the temporarily expedient have no place in its methods. It realizes that, at the bottom of the wine of prosperity, are the inevitable dregs of depression—and in times of plenty it entrenches itself against the attacks of panic. It survives the worst because it cherishes the best.

Life insurance is neither pessimist nor optimist—it is cold, calculating science that recognizes human frailty and deliberately nullifies its evils.

AMERICAN CENTRAL LIFE INSURANCE COMPANY
Indianapolis, Indiana

\$1,000 to \$1,600

Ordinary Life Insurance at An
Average Cost GUARANTEED
OF ONLY \$14.00 per \$1,000

Of course issued in larger amounts

**ALL PREMIUMS
RETURNED**

in addition to face of policy
in event death before age 60

FULL FACE THEREAFTER
AND PREMIUM REDUCED 20%

Original cost, age thirty, \$21.40
per \$1,000 to age 59; \$17.19
per \$1,000 thereafter

Write for Sample and Particulars

This is one of many unique contracts
issued by

Federal Union Life
FRANK M. PETERS, President
Cincinnati, Ohio

Conservation
and
Reclamation
Life Insurance

The Otis Hann Co.
INC.
JACK ROBERTS HANN, Pres.
333
NORTH MICHIGAN AVE
CHICAGO



No Better Territory
No Better Company
No Better General Agent's
Contract Than Our Service
Pension Contract

**THE LAFAYETTE
LIFE INSURANCE CO.**

W. W. Lane, Secretary
F. L. Alexander, President
W. R. Smith, Field Vice-President
LAFAYETTE, INDIANA

Thoroughly experienced Home Office
agency organizer wishes connection with
Home Office of small substantial company
as agency vice president. Also wishes to
purchase substantial amount of company
stock. Best of references furnished and
required. Address in confidence W-60,
The National Underwriter.

How Big Company Weathers Storm

(CONTINUED FROM PAGE 3)

issue of bonds in default, the par value
of which is \$165,000.

"The securities that have been sold,"
the bulletin states, have been generally
those having a short time to run and
the gains which the company has realized
on the sales have been due, first,
to the character of the securities owned
by the company and second, to the man-
ner in which they are carried on the
books. When bonds have been bought
at a premium the entire premium has
been charged off at time of purchase,
and the bonds have been carried at their
par value. When bonds have been
bought at a discount they have been en-
tered upon our books at the cost price,
and the values thereof have been in-
creased from year to year only by such
amount as would bring the book value
to the par value at date of maturity.

Capital Loss Would Be Negligible

"The stability of the company is not
threatened by the low market value of
stocks and bonds—admittedly unrelated
to real values. All of these with the
single exception above stated are bring-
ing in their accustomed yield. Generally
speaking, the bonds were bought for
purposes of investment to hold until ma-
turity and not in the expectation of
capital gain. Such sales as have been
made to provide cash have yielded a
substantial profit. If further sales be-
come desirable by reason of a continued
heavy demand for policy loans and sur-
render values, market values could be
less than their present low level before
the company would experience a capital
loss. Such loss, if any, would be neg-
ligible compared with the volume of
assets."

Effect on Outstanding Insurance

As to the possibility of a reduction in
the amount of insurance in force or
amount of assets the bulletin says in
part:

"The amount of outstanding insur-
ance may decrease and there may even
be a falling off in the amount of assets.
The second result would naturally fol-
low the first, but the company would
not be in any degree weakened thereby.
This is because any decrease in the as-
sets by reason of a falling off in the
volume of insurance would be accom-
panied by a larger proportional falling
off in the liabilities. The company
might, by offering special inducements
of one kind or another, maintain the vol-
ume of insurance, but that course would
be a costly one and would not be in
the best interests of the policyholders.

Mortality on Insured Lives

"While present conditions have prac-
tically no effect upon the financial
strength of the company, they do have
a considerable bearing on the cost of
insurance. In times like the present,
the death rate among insured lives does
not follow the death rate of the general
population. Insured lives are of a class
which, under present conditions, are
subjected to an increased strain and this
is reflected in a higher death rate among
them. Aside from an increase in the
death rate, the cost of insurance will be
increased by higher taxation. Because
of the new federal revenue act the federal
income tax of the company for the
business of the year 1932 will be prac-
tically double what it was for the busi-
ness of the year 1931, and other charges
will be laid upon the company to which
it has not heretofore been subject.
Neither can we ignore the effect on in-
come of mortgage defaults and holdings
of foreclosed real estate. Notwithstand-
ing the large amount invested in policy
loans, the rate of interest earned upon
invested assets as a whole will show
some decrease."

Impairments Call for Much Advice

(CONTINUED FROM PAGE 3)

Mr. Cohen pointed out that many
young and unmarried men have bought
high premium insurance, such as short
term endowment or limited payment life
policies. Now they are married, have
children and have created a fixed over-
head. Some of these men have bor-
rowed against their policies. For these
young men, Mr. Cohen advised that the
agent show that their picture has
changed, that they have added responsi-
bility and that it will be a good idea
to readjust as far as possible their in-
surance to meet their present day sit-
uation. They should be shown how
it is possible to reduce their loans or
wipe them out entirely by changing
their 20 payment life or 20 year endow-
ment to ordinary life. The advantages
of removing the mortgage from their
insurance and reducing the interest
charge should be shown. They should
be advised how it is possible for them
often to carry additional protection
merely by using the interest money for
new insurance and at the same time re-
move the indebtedness against the pol-
icy.

An emergency similar to that which
exists today may arise six, eight or ten
years hence and if the insured continue
to carry an indebtedness against their
policies, their proportion of reserve
would not increase in ratio to the
amount of money paid in.

Often insureds have borrowed against
their insurance without informing their
wives, who believe that they have a cer-
tain coverage, whereas the proceeds may
be materially less.

Interesting Comment on the Growth of Annuities

(CONTINUED FROM PAGE 3)

to have their expectancy increased to
any large degree.

A point in favor of annuities is that
they have provided large amounts of
cash at a time when cash demands for
policy loans and surrender values are
heavy. Companies faced with selling se-
curities to get cash have been relieved
to a considerable extent in many cases
by the influx of money from annuities.

Interesting Figures Given

A glance at the figures of some of the
representative companies doing business
here will show the small excess interest
factor necessary to offset the loss from
annuity business on the mortality side.
The figures given are based on 1930 busi-
ness, the latest report of the depart-
ment for which complete figures have
been published.

	Mortality Gain or Loss from Annuities	Reserves on Annuities
Aetna Life	\$ 57,000	\$ 17,289,000
Conn. General	—31,000	5,587,000
Conn. Mutual	45,000	4,551,000
Equitable, N. Y.	—115,000	116,910,000
Equitable, Iowa	—44,000	2,475,000
Guardian of N. Y.	—24,000	746,000
John Hancock	—39,000	2,254,000
Mass. Mutual	—59,000	6,193,000
Metropolitan Life	48,000	90,263,000
Mutual of N. Y.	595,000	43,089,000
Mutual Benefit	—16,000	3,822,000
National of Vt.	—110,000	9,196,000
New England Mut.	—209	2,139,000
New York Life	—421,000	62,692,000
Northwestern Mut.	10,000	3,486,000
Penn Mutual	200,000	24,502,000
Phoenix Mutual	—279,000	22,081,000
Provident Mutual	—22,000	6,427,000
Prudential	—95,000	20,408,000
State Mutual	10,000	1,718,000
Travelers	114,000	17,741,000
Union Central	—4,000	3,236,000
Canada Life	—269,000	3,101,000

POPULAR JUVENILE POLICIES

Our Juvenile Policies
are proving very popu-
lar both with our
agents and their cli-
ents. They are written
at ages from birth up
and give full value at
age five. Of course,
our agents also carry
all regular and stand-
ard policy forms. For
information regarding
our agency contract
write direct to the
Home Office.

BUILDERS LIFE INSURANCE COMPANY

Karl J. Crist, Executive Vice-President

228 N. La Salle St.
CHICAGO ILLINOIS

Wanted! GENERAL AGENTS in Illinois, Missouri and Kansas

**St. Louis Mutual Life Insurance
Company**

Originally Incorporated 1857
3640 Washington Blvd. St. Louis, Mo.

Life Insurance— Trust Service

now go hand in hand. Men of
affairs demand both. Life In-
surance creates the estate.
The Life Insurance Trust
safeguards it.

Send for booklet
The Life Insurance Trust

Chicago Title & Trust Company
69 West Washington St.

Send for details of International Sales Club

Much in opportunity and material. Dues
\$3 a year.

The Insurance R & R Service
Indianapolis, Indiana

THE UNITED STATES LIFE INSURANCE COMPANY

Organized 1850

In the City of New York

Non-Participating Policies Only

Over 80 Years of Service to Policyholders

Good territory for personal producers, under direct contract

HOME OFFICE: 156 Fifth Avenue, New York City